

# *Starchroom*

## LAUNDRY JOURNAL

First in the Laundry Industry since 1893

MARCH, 1953



More than 24 states and three foreign countries were represented in the above group of men who attended the Fourth Annual All Young Men's Conference. See page 14 for a complete report.

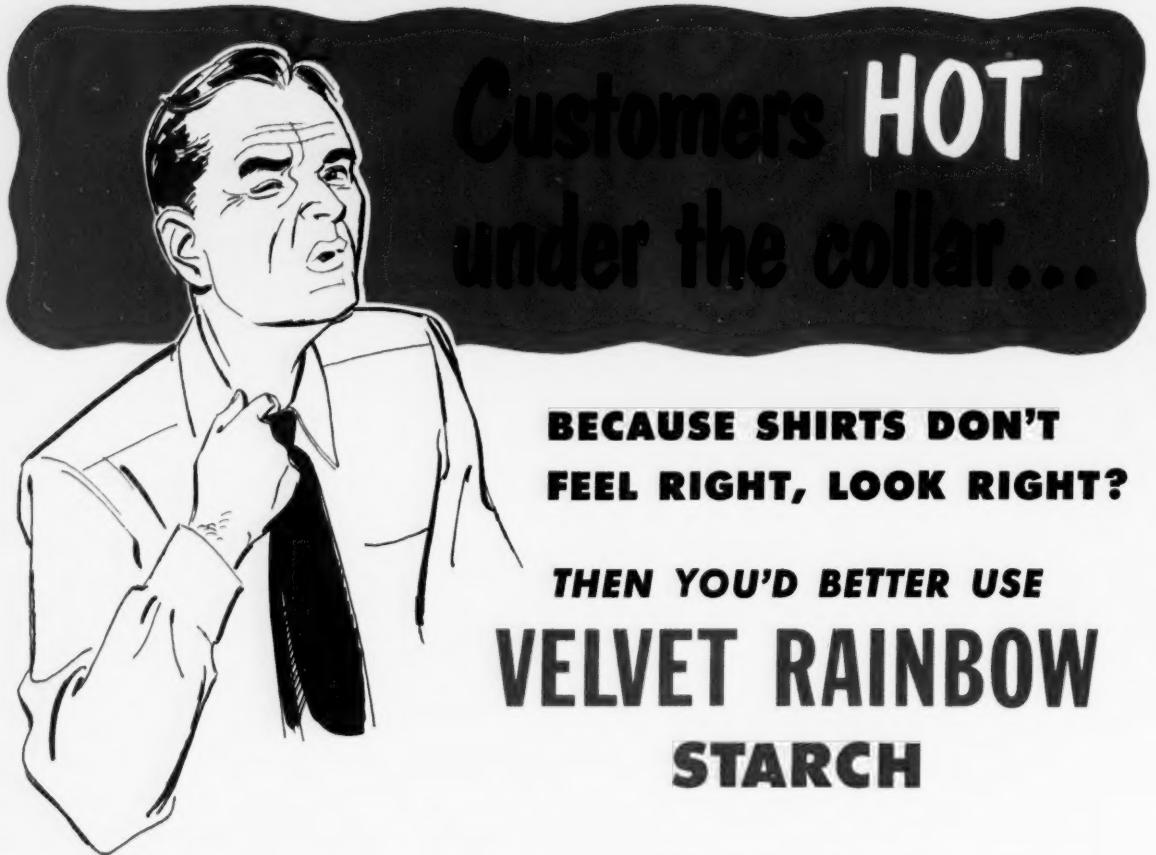
Oregon quick-service plant gets bigger bundles, page 13

Second article on training of shirt finishers, page 32

Controlling pH in the laundry power plant, page 70

Z4

Universally Microrollms  
313 North First Street  
Ann Arbor, Michigan



**Customers HOT  
under the collar...**

**BECAUSE SHIRTS DON'T  
FEEL RIGHT, LOOK RIGHT?**

**THEN YOU'D BETTER USE  
VELVET RAINBOW  
STARCH**

A stiff, scratchy surface is fine on sandpaper. But giving a man a "sandpaper shirt" is a sure way to lose business. So why take a chance on losing customers when you can make them friends for life by using VELVET RAINBOW STARCH? It's the velvet wheat starch in VELVET RAINBOW that makes shirts look better, feel better and stay fresh-looking longer. It gives a smooth, velvet-like finish with no harsh or brittle surface to cause discomfort in wearing. No home laundering can match the smooth, pliable finish it provides on every shirt.

*Cost?* You can starch 18,000 shirts with a single barrel of VELVET RAINBOW and it costs you just about 1¢ for every FIVE shirts. You get a dividend from using it, too, because

when shirts go home with VELVET RAINBOW, they bring back more of the family laundry. What's more, your production costs go down, too, because operators handle shirts faster, do better work. And VELVET RAINBOW dries quickly and evenly on the press.

*Don't let your shirts give customers a pain in the neck.* Now is the time for you to start using VELVET RAINBOW STARCH.



**VELVET RAINBOW STARCH  
Guaranteed 50% Velvet Wheat!**

**THE HURON MILLING COMPANY**

9 PARK PLACE, NEW YORK CITY 7

FACTORIES: Harbor Beach, Michigan

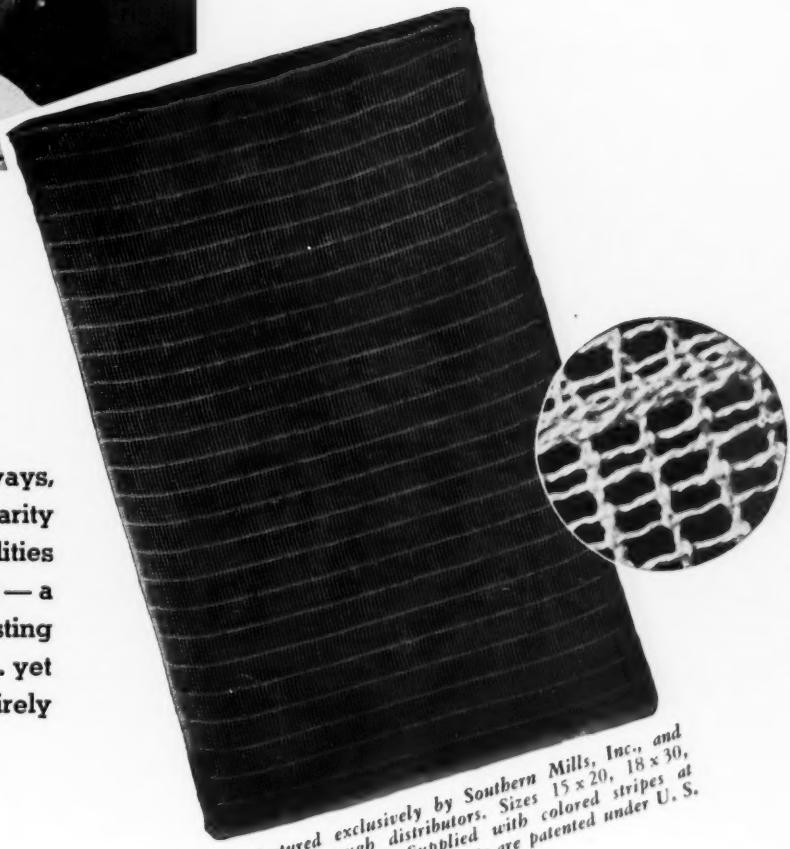
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## *the* **NYLCOT NET**

Today . . . tomorrow . . . always, the Nylcot Net earns its popularity by combining the **BEST** qualities of nylon and cotton. The result — a net that is strong and long lasting . . . light and easy to handle . . . yet costs less than nets made entirely of nylon.



Manufactured exclusively by Southern Mills, Inc., and sold only through distributors. Sizes 15 x 20, 18 x 30, 24 x 36 and 30 x 40. Supplied with colored stripes at small extra charge. Nylcot Nets are patented under U. S. Pat. No. 2,544,223.

The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only

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## SOUTHERN MILLS, INC.

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March 15, 1953



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### Hiring the Handicapped

In our Guidebook last September we listed various sources of potential labor which laundryowners might consider in seeking workers. Among many other places worth investigating we mentioned schools for handicapped people. In our travels since then we have encountered a perfect example of the way in which a laundry can hire such people to its advantage and the advantage of the persons hired.

While taking pictures in Midge Rescheter's plant to illustrate the current chapters of STARCHROOM's Laundry Primer, we met Miss Helen Rokaei, a young lady who was busily and happily engaged at the shirt finishing unit. We were so impressed with the spirit with which Helen went about her work, her quiet efficiency and the high degree of morale with which she infused the rest of the girls that we asked Midge and her mother for the girl's background. The result is the story on page 28.

In telling the story, Midge said, "She has caught on to her work faster than any other operator I have ever worked with." Coming from one who has trained so many workers in so many parts of the country, we can think of no better recommendation.

If you are faced with a shortage of workers why not investigate this opportunity to help yourself while helping others? A call to your local Red Feather or Community Chest headquarters will quickly put you in touch with schools where these people may be found.

### Gamma Globulin

Don't forget the Red Cross this month. The people in the local headquarters tell us that this year, in addition to the hundreds of other calls the Red Cross gets, there is an urgent requirement for additional blood donations for the processing of gamma globulin, a fraction of the blood which is used in combatting the paralyzing effect of polio.

It seems that gamma globulin was tried successfully for the first time in Houston, Texas, and later in Provo, Utah, and Sioux City, Iowa, last summer during the polio epidemics in those cities. Now the Red Cross is preparing to give blood to the National Foundation for Infantile Paralysis in greater quantities to combat future epidemics as they occur.

They say that an epidemic of even greater proportions may occur next summer. The Red Cross needs your money to administer the Blood Donor program in addition to your blood. The blood is needed to fight polio in addition to keeping our fighting men alive. And all of this in addition to the many other calls to be answered by the Red Cross. Need anymore be said?—Jim Barnes

**NED WINTERSTEEN**  
general manager

**JOHN J. MARTIN**  
business manager

*Eastern Advertising*

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# MAKE YOUR OWN COMPARISON TEST . . .

**LET THE SCORE  
SPEAK FOR ITSELF!**



**"I DID!" says ALBERT A. COUTU**

"I've been using PRIME SOHP for 10 years. I like the way it simplifies my washing formula. Clothes come out snappy and bright on every load. I'm still using PRIME SOHP. Need I say more?"

*President of Coutu Launderers and Cleaners  
Pawtucket, Rhode Island*

## COMPARE **PRIME SOHP** WITH THE PRODUCTS YOU ARE NOW USING

Do it right here on this advertisement. Fill in the blanks yourself with "YES" or "NO" according to your own experience and let the chips fall where they may!

**SWITCH TO  
PRIME SOHP  
WHITER, BRIGHTER  
WASHES GUARANTEED  
OR YOUR MONEY BACK!**

CHARACTERISTICS	PRIME SOHP		YOUR FORMULA	
	YES	NO	YES	NO
1. Produces sparkling clean, low cost washes every load.	X			
2. Product homogenized, every grain is built the same.	X			
3. Custom-made soap and active alkali always in perfect balance.	X			
4. Works well in hot or cool water.	X			
5. Automatic in action, suds in sight — wash is right.	X			
6. Can be used dry to the wheel or in solution.	X			
7. Free rinsing.	X			
8. Simplifies your washing formula.	X			
9. Eliminates the need for time consuming servicing.	X			
10. Stops waste of money, motions, and materials.	X			
11. Can be used straight thru on all operations.	X			
12. Excellent for dirty light colored work.	X			
13. High whiteness retention — low tensile strength loss.	X			
14. Sold with absolute money-back guarantee.	X			
TOTAL	14	0		

TAKE YOUR FIRST STEP TO BIGGER PROFITS. FILL OUT, CLIP AND MAIL COUPON TODAY!

**ACCEPT THIS  
NO RISK  
TRIAL OFFER**

O.K. Here's my trial order. If I'm not 100% satisfied I will return the unused PRIME SOHP to my jobber for full credit. PRIME SOHP @ 8½¢ lb. for 500 pounds. Freight included. Lower prices in larger quantities.

MR. L. T. HOWELLS, Vice President  
BEACH SOAP COMPANY  
LAWRENCE, MASSACHUSETTS

PLEASE SHIP ME \_\_\_\_\_ 100 LB. BAGS OF PRIME SOHP

THROUGH MY JOBBER

(FILL IN JOBBER'S NAME)

MY NAME

FIRM NAME

STREET

CITY

ZONE

STATE

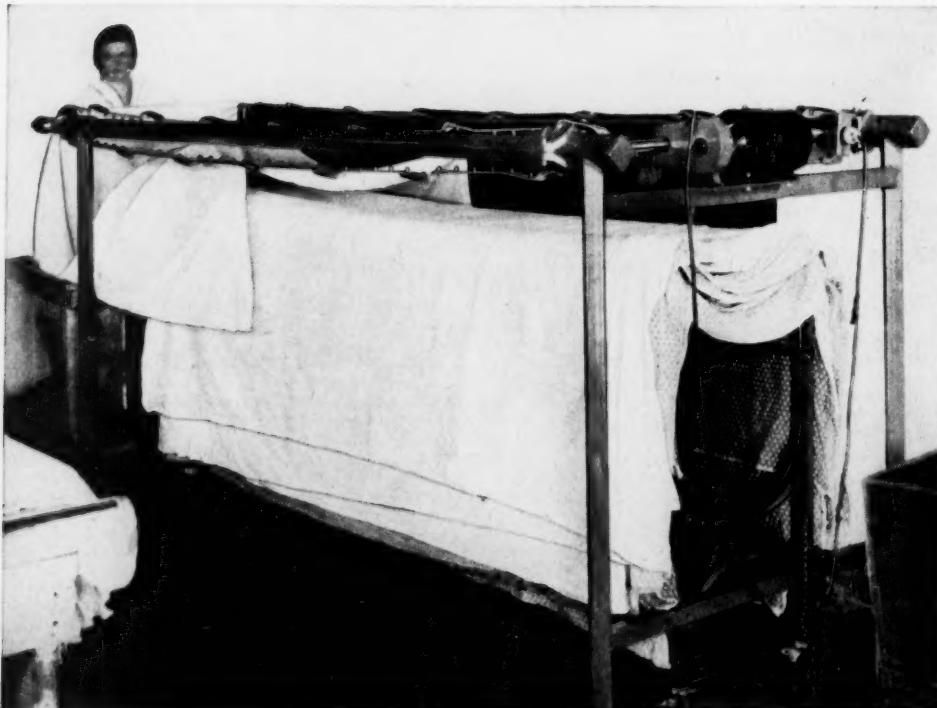
PLEASE HAVE YOUR REPRESENTATIVE CALL.

Manufactured exclusively by BEACH SOAP COMPANY, LAWRENCE, MASS., makers of Beachrite, Coldspray, Polarsudz, Fluorium, White Cap Blue  
QUALITY SINCE 1828

# SAGER “B” SPREADER

*Manufactured by M. A. POCOCK 1234 Central Ave. N.E.*

*Minneapolis 13, Minn.*



The IDEAL machine for Laundries, Hotels and Institutions having from 800 to 2500 sheets and spreads a day. (In Lots or Fully Identified)

ONE Operator can do the work of two if not three hand shakers and with far less fatigue. Operators remain ON the job. Labor turnover on the toughest hand labor job in laundry is greatly reduced.

Ironer production can be materially increased through the use of higher ironer speeds and a continuous flow of work. Racks hold from 80 to 90 sheets doing away with constant pole or feed board changes.

(Three racks standard equipment with each machine.)



**Formatic Finished  
Shirt Turns Irish  
Green with Envy!**

Proof of the pudding is this note from the General Manager of Ireland's largest laundry, The Devonshire Laundry in Belfast, to the Sunshine Laundry, Bayonne, N. J.

"We recently had shown to us by a customer of ours, just returned from the United States, a white shirt laundered and finished by your firm. We were very much impressed by the standard of finish and would be interested to know methods and equipment used in obtaining this standard."

With compliments like this, no wonder Sunshine Laundry decided to install a second FORMATIC Shirt Unit!



Thanks to the installation of two FORMATIC Units, one of which is pictured here, Sunshine Laundry reports labor costs down \$160.00 per week, production up 40%.

**FORMATIC EQUIPMENT will win praise  
for your shirt quality . . .  
reduce labor costs . . . boost output!**



The  
**AMERICAN**  
LAUNDRY MACHINERY CO.  
CINCINNATI 15, OHIO

- FORMATIC Unit with only 3 operators out-produces any 4-girl unit.
- FORMATIC Sleeve Finisher automatically measures sleeve lengths for flawless ironing from shoulder seams to cuffs . . . eliminates sleeve form and press. (Fits your present Formatic unit or other shirt units.)
- FORMATIC Press beautifully finishes entire shirt front and body in one easy operation . . . eliminates body press.
- FORMATIC Automatic Folder quickly, neatly folds shirts without depending on operator's skill and dexterity. (Fits your present Formatic unit or other shirt units.)

Get the advantages only FORMATIC equipment can deliver. Write today for complete information on FORMATIC Shirt Unit with Automatic Sleeve Finisher and Folder. Or, ask your American representative to show you the dramatic new motion picture of FORMATIC in action, turning out 150 shirts per hour.



## 4 powerful reasons why 1953 CHEVROLET Advance-Design Trucks give you more of what you want

**MORE POWER—GREATER ECONOMY!** Expect a wonderful advance in power, performance and economy in Chevrolet heavy-duty trucks! The great 1953 Loadmaster engine—standard on 5000, 6000 Series, heavy-duty and forward control models, optional on 4000 Series heavy-duty trucks—has a new high compression ratio of 7.1 to 1, develops even more horsepower than before. And the Thriftmaster engine in light- and medium-duty models brings you traditional Chevrolet economy.

**TRUCKS ENGINEERED FOR YOUR PAYLOADS!** Chevrolet trucks are designed for the job they will do—engineered from tires to axle, springs, clutch and power plant to do that job with the greatest efficiency and lowest cost. You don't waste money on too heavy a truck or too light a truck. You buy the *right* truck for *your* job!

**MORE STAMINA!** More strength where strength counts most! In 1953, all Chevrolet trucks have stronger, brawnier, more rigid frames. They have heavier, sturdier construction that means a longer, lower-cost life for your truck. And they have new larger, safer, longer lasting brakes on many models, too!

**GREAT TRUCK FEATURES!** In addition to the many *NEW* things you'll find in these 1953 Chevrolet trucks, you'll also find many great features yet unmatched by other makes of trucks. Features such as Flexi-Mounted Cabs, Unit-Designed Bodies, Ball-Gear Steering and many others help make Chevrolet Advance-Design trucks your greatest buy. Chevrolet Division of General Motors, Detroit 2, Michigan.

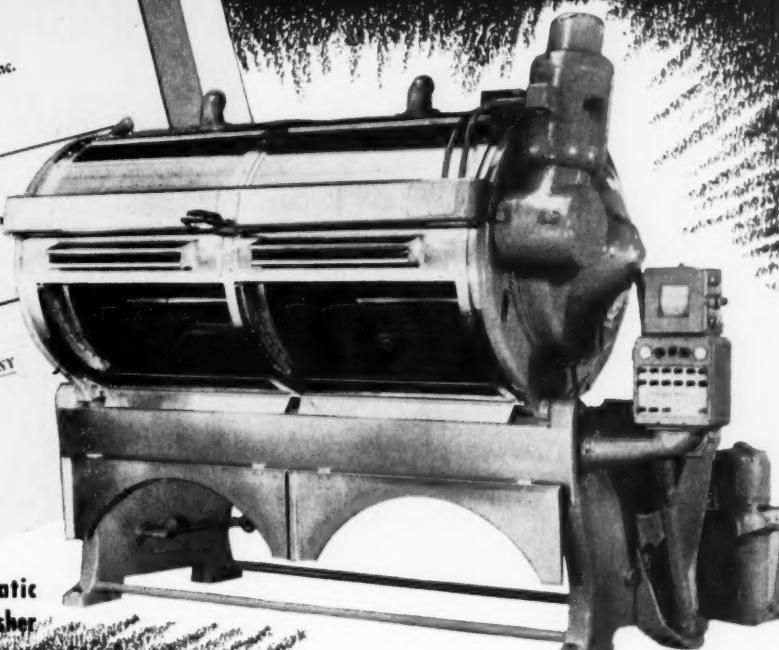
### CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**TWO GREAT VALVE-IN-HEAD ENGINES**—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTI-PANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



*Keep up with the Leaders*

# Modern Laundries are "Going Automatic" with ELLIS Equipment



**ELLIS Full-Automatic  
Unloading Type Washer**

*Letters from our customers in the linen supply service, now using ELLIS Full-Automatic Unloading Type Washers, report sensational gains in production and profits—substantial savings in supplies and labor—easier and better control of operations.*

*Here are some typical results:—"Our two new ELLIS Washers are replacing 13 older type machines."—"With Ellis Automatic Washers, we are averaging 820 pounds per man per operator-hour."—"We estimate a saving of 35% in productive labor since installing Ellis machines."*

**The ELLIS DRIER Co.**  
2444 NORTH CRAWFORD AVENUE  
**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

**The ELLIS DRIER Co.**

2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Ask for further details of  
Ellis Automatic Equipment.

# Ad-DRI BLEACH

"YOU ADD THIS  
MODERN BLEACH—  
USING THE DRI-ADER  
MEASURING CUP—DRY  
DIRECTLY TO  
THE WASHER."



HERE'S REAL NEWS FOR ALL LAUNDRY OPERATORS! It's AD-DRI Bleach . . . most convenient, most economical . . . the first significant advance in bleaching practice in 25 years. With AD-DRI, you add bleach *dry* . . . directly to the washer. You eliminate all the tanks, crocks and carboys . . . all the mixing and stirring . . . all the time and effort associated with old-fashioned bleaching methods.

#### AND WHAT RESULTS YOU'LL GET!

AD-DRI Bleach provides a positive and convenient way of controlling the bleach operation—the sure way to maintain excellent whiteness retention with minimum tensile strength loss.

# greatest bleach news in a quarter-century!

**linen supply**

**industrial**

"HERE'S VALUABLE INFORMATION FOR EVERY LAUNDRY OPERATOR WHO WANTS TO SAVE TIME AND MONEY ON HIS BLEACHING OPERATION!"

HERE'S THE COMPLETE STORY ON NEW AD-DRI BLEACH.

In easy-to-follow question and answer form, this new 20-page booklet contains valuable information for every laundry operator. You'll find "how-to-use" data for all types of laundry work—family and institutional, diaper service, linen supply, industrial. Get your copy now... mail the coupon today!

**MATHIESON INDUSTRIAL CHEMICALS COMPANY**  
Division of  
Mathieson Chemical Corporation  
Baltimore 3, Maryland

Please send my free copy of the new, 20-page Ad-Dri Booklet.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Usually purchase laundry supplies from \_\_\_\_\_

## *Starchroom Editorial*

---

### Controls Are Off

Price controls were lifted from the laundry, drycleaning, linen supply, diaper service and rug cleaning industries on March 5th. Decontrol became effective on that day. This action, coupled with the lifting of all wage and salary controls from all industries on February 6th, completes the freeing of the textile maintenance industries from the government restrictions imposed on them two years ago last January.

Laundryowners should carefully note, however, that they are still required to maintain records of their prices for the base period (December 19, 1950 to January 25, 1951) on which their ceiling prices were calculated. These records must be maintained for two years commencing the fifth of this month.

### Murder Will Out

"Murder Will Out" is a pretty sensational title to tag on an editorial devoted to such an unsensational business as the laundry industry. Yet *Good Housekeeping* chose those words to arouse interest in their recent announcement that they are commencing an investigation of commercial laundry procedures around the country.

Such investigations are not new. Over the years various national consumer magazines have conducted similar inquiries into the state of the laundry industry with varying results. What slightly burned us in reading the *Good Housekeeping* announcement was that it was predicated on the assumption, *before getting started*, that they were going to run into an unpleasant state of affairs. Listen to this:

"Laundry is something we are always concerned with in our labs and in our Home Laundry Center, as so many of our readers know. But at a recent editorial meeting one editor, male, complained bitterly of what happens to laundry, especially men's shirts, sent out to commercial establishments. The treatment accorded shirts, he said, he could sum up in one word. Murderous. That sounded mildly violent, so we made inquiry among friends. Murderous, they said. This still sounded violent, so we thought for an instant that perhaps they all were using the same commercial laundry. Not so. The poor washing, the stubborn insistence on using starch when the customer stubbornly insists on no starch, the dreadful ironing of collars and cuffs, were mentioned often. 'The crowning insult,' observed one insulted woman, 'is the big printed notice that now accompanies the return of my laundry—a notice proudly informing me that chlorophyll has been used in the process! That phony claim is supposed to make me overlook the rips and tears and ironed-in dirt and stupid folding!'"

The editors promise to pass along what comes to light and we hope they do. They express the hope that a great deal of the findings will be good. We concur. However, they admit to starting the investigation in a prejudiced frame of mind. Could it be that they propose to tailor the facts to fit the case?

In this space it was recently suggested that there might be a need for a more effective public relations

program for the industry. Such a program might encompass the setting up of a consumer service bureau under the auspices of the American Institute of Laundrying at Joliet. If the bureau functioned like those conducted by many of the home appliance manufacturers it would not require too great a stretch of the imagination to picture the director as a woman "authority" prepared to "educate" the editors of the national homemaking magazines, members of the press and other molders of public opinion. Properly conducted, such a program could go far to counteract the type of consumer "education" to the merits of home washing which is daily dinned into the ears of the American housewife.

Let us repeat that we are not advocating a national advertising campaign. We do not believe that national advertising is desirable or practical. It certainly would backfire unless a greater number of the nation's laundries were prepared to give the housewife the high type of quality and service which such a campaign would promise her.

To a certain degree a more extensive public relations program would backfire too. But such a program, coupled with an intensive effort on the part of AIL members to step up their quality and service, if instituted a few years ago, would have gone a long way toward strengthening the position of laundryowners in the face of such investigations today. As it is, most operators are on the defensive before the survey even gets started.

It has been pointed out before that AIL conducts many fine public relations activities in behalf of its members. The motion picture film "Time For Living" is one. Presumably the forthcoming film "Every Day Is Washday" will be another of the same caliber. We understand that means are being worked out for showing these and other visual presentations of the industry's story to groups of home economics students in local high schools on a larger scale. Also, hundreds of women's page feature stories stressing the advantages of using the commercial laundry are sent out from Joliet every year.

All of these activities are good. But, as we see it, none of them hits the audience that does the industry the most harm—the people on the consumer magazines, radio and television stations, and other sources of "education" which the average housewife implicitly believes.

These people are telling housewives daily that washing, drying and ironing clothes can be done better at home by machine than in a commercial laundry. It seems to us that our side of the story should at least be presented to this group. A professional homemaker on AIL's staff might be able to get the kind of recognition for our story that is granted to scores of such representatives of the home appliance industries. Isn't it at least worth trying?

It will be interesting to see if the *Good Housekeeping* announcement sets any laundryowners to asking the same question.

In the meantime, the announcement reminds Mrs. Housewife, "You can help us if you will. What is your own personal experience? If you're getting service that suits you, may we have the name and address of the laundry? The more details you give us, the better we can go about our investigation."

# FASTEST HANDLING METHOD KNOWN



120 SHIRTS  
PER HOUR

BISHOP DRES'N'SPORT  
PEDESTAL-MOUNTED  
SHIRT FOLDER, MODEL  
B1-32, ONLY \$299.00.  
DeLuxe Cabinet Type  
(illustrated) slightly higher

**Sort Anywhere  
in the Plant**

**Save Walking . . .  
Save Space . . .  
Save Labor . . .**

**Let in Light  
and Air**

**Makes Sorting  
Simple and  
Effortless**

## BISHOP SORTER-TRANSPORTERS IN 2 TYPES, 2 SIZES

**For shirts:** Each bin 10" wide, 15" high, 18" deep. Model B29-3 (15 bins), 54" long, 54" high, \$109.50. Model B29-20 (20 bins), 54" long, 70" high, \$124.50.

**For wearing apparel:** Each bin 13" wide, 15" high, 18" deep. Model B29-8 (15 bins), 69" long, 54" high, \$120.50. Model B29-21 (20 bins), 69" long, 70" high, \$131.50.

Steel rod construction on angle-iron frame with 3" Neoprene swivel wheels.

**THESE BISHOP UNITS PAY  
FOR THEMSELVES BECAUSE  
THEY CUT HANDLING TIME  
AND COSTS**

**50%**



**THEY GIVE YOU  
MORE PRODUCTION . . .  
MORE QUALITY . . .  
MORE PROFITS**

From folding to sorting, you turn out more work of finer quality, faster, easier and at less cost with these industry-proved BISHOP products. With a BISHOP Shirt Folding Table you can break the shirt-unit bottleneck . . . produce 120 perfectly-folded, collar-molded shirts every hour. When you have a BISHOP ShirTransport (either 50- or 100-shirt size) at each folding table, you cut out extra handling that destroys quality, wastes labor, adds to cost. As each shirt is folded, operator places it directly into the ShirTransport which, when filled, is rolled to the sorter—swiftly, safely, effortlessly. Just one laying-down, one picking-up, of every shirt. Then, for quickest sorting in least space, use BISHOP Sorter-Transporters. They eliminate dark, dirty, fixed bins . . . save miles of walking, hours of time.

## BISHOP ShirTransport for 50 or 100 Shirts

**Model B29-50 (50 shirts), 23" wide, 19" long, 2 sections 30½" deep hold 25 shirts per section, height 51". \$33.50 each in lots of 6; \$24.50 each in lots of 3; single unit \$35.50.**

**Model B29-100 (100 shirts), 45" wide, 19" long, 4 sections 30½" deep hold 25 shirts per section, height 51". \$51.50 each in lots of 6; \$42.50 each in lots of 3; single unit \$53.50.**

Steel rod construction; 3" Neoprene swivel wheels. Units fold in 3 seconds to 1/5 open size for out-of-use storage.

G. H. BISHOP CO., CHICAGO.



© 1952

**Order Now FROM YOUR SUPPLIER**



**READY NOW!**  
**NEW 1953**

**TROY**  
**ROCKET**

AIR OPERATED

**LAUNDRY PRESSES**

**WITH EXTRA-THIN  
STAINLESS STEEL FLOATING HEADS**

Here's a truly *new* press, designed to turn out better work in less time than ever before.

New extra-thin stainless steel heads are 50% lighter in weight. This means faster press action, less shock and wear.

Tops and sides of Rocket Press heads are insulated with special foil asbestos for greater operator comfort and efficiency. Tests show these new heads are fully 10% cooler than other models, and require 7% less steam.

Heat is transferred from the pressing surface at a higher rate, and more uniformly, for faster and better finishing.

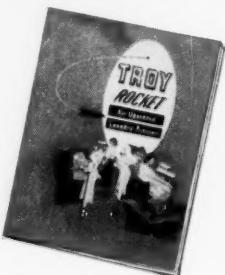
Heads are "floating" type, automatically adjusting themselves to varying thicknesses of material being pressed. Three times harder than other press heads, these stainless steel Rocket Press heads cannot be pitted or marred by buttons or snaps.

**IMMEDIATE DELIVERY**

Good news! Most Troy Rocket Presses are available for IMMEDIATE SHIPMENT from factory stock. You don't have to wait to enjoy the benefits of owning Troy Rocket Presses.

**NEW CATALOG**

Just off the press is a new catalog illustrating and describing all 16 models of Troy Rocket Presses. Catalog includes details of all head shapes and sizes, specifications, dimensions and floor plans. Ask your Troy representative or write the factory today for a copy of catalog YP-19-53.



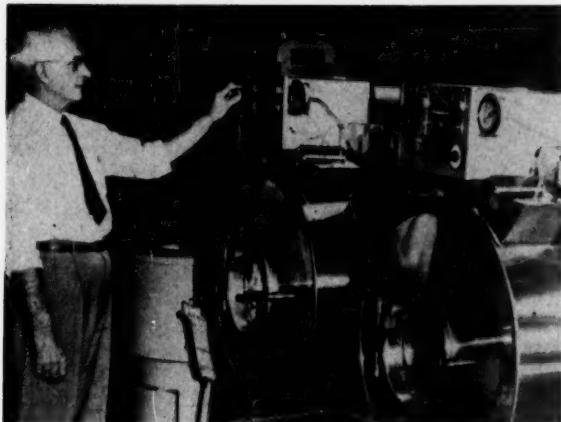
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**LAUNDRY MACHINERY**

Division of American Machine and Metals, Inc.

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World's Oldest Builders of Power Laundry Machinery



Owner C. L. Lockwood at his two 25-pound open-end washers, located behind plant's large plate glass display window. Visible to passersby on street, they create invaluable promotional and merchandising appeal



Sizable wholesale scatter rug business has been developed among more than a dozen self-service laundry operators. Here, one operator has come to call for his scatter rugs

## New Equipment Lures Larger Bundles

**Profitable sideline also built on scatter rugs**

By LON FANALD

THE EVOLUTION OF an ordinary self-service laundry to a fast-growing, partially-attended operation was brought about by two simple factors—the installation of some new equipment and emphasis upon its merchandising appeal.

Operating a year ago with 20 nine-pound automatic washers, the Hollywood Laundry, Portland, Oregon, sought to increase its volume. To accomplish this, owner C. L. Lockwood added two 25-pound open-end washers, a 20-inch extractor and three tumblers. The cost of installation of the two washers and the extractor was approximately \$3,000. The washers were located behind a large plate glass display window, visible to passersby on the street.

Not only has there been an improvement in the quality of washing done in the open-end washers, according to Mr. Lockwood, but the customers have also noticed it and ask that their laundry be done in the "big" machines. As part of the promotion, customers are asked to remain in the store while their clothes are loaded in the washers, transferred to the extractor and then to the tumblers. They are especially impressed when they are asked to examine the final result.

Dry-fold is one of the services done in the new washers. Hollywood furnishes all supplies and does the loading, drying, folding and packaging for nine cents a pound. That this new service has proven extremely popular with the public is made evident by an amazing increase in volume.

Before this promotion with the open-end washers, or as Mr. Lockwood calls it, "the watch-us-do-it advertising," the average dry-fold bundle was 15 pounds. Today, the average dry-fold bundle runs 25 pounds. The first week with the larger machines, dry-fold volume increased 20 percent. Today, six months after the installation, the plant is doing 30 percent more volume and is getting better than 90 percent repeat business.

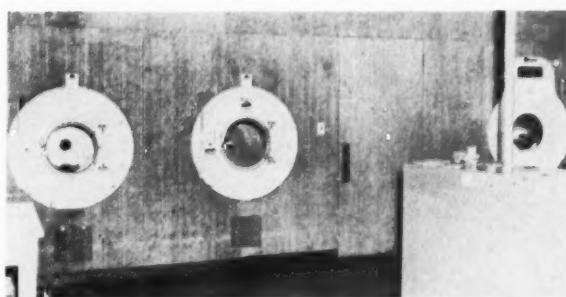
The laundry is now averaging more than 500 pounds per day through the two new washers.

"The merchandising value of the larger washers," Mr. Lockwood states, "exploded like a bomb in our plant. I certainly wish I had installed them a long time ago."

Mr. Lockwood reports he has a 32 percent less water and heat cost on the larger open-end washers as against the smaller type, figured on a like volume, and that his soap costs are running 29 percent lower. It is still too early for comparative maintenance cost figures.

The plant has also worked up a new wholesale volume. Scatter rugs, washed in the new machines, are handled for more than a dozen other self-service laundries. Eight hundred scatter rugs were handled one week for wholesale accounts as well as regular customers.

The plant expects to add two more open-end washers in the near future, as well as some finishing equipment, since it is beginning to feel a strong demand for finished service. □□



Tumblers are neatly set up so that only the faces show on the call office side of wood partition. Customers are invited to remain during entire operation and asked to examine final results

**Fergus Briggs**

National Laundry  
& Linen Supply Co.  
Pocatello, Idaho

Linen supply has found a place in many family laundries. Perhaps it belongs there and perhaps not. A linen supply service is definitely a tax on management. It requires close management to be successful. If managed carefully, it can be very profitable. If mismanaged, a large investment can quickly be lost. In most metropolitan areas, there is keen competition from experienced linen supply specialists. They have the experience, the equipment, the personnel, and usually the capital to do the job right. On the other hand, a family laundry plant is adaptable to linen supply . . . You should consider adding or expanding it.

**Robert T. Baxter**

Baxter Laundries Corp.  
Grand Rapids, Mich.

I am convinced we are in one of the most interesting businesses in the world. We have just begun to realize the future that is in it. To me automatic washers and new wonder fabrics are not particularly worrying. They merely represent a new factor in our business and I am sure that as long as there are people in the world, and they get their clothes dirty, textiles will need cleaning. And I know of no other industry which has the know-how, the personnel, and the equipment, which is in a better position to maintain those textiles than we are. If we keep abreast of technical changes and develop successful merchandising we can become a dynamic, successful industry.

## From the Industry's Younger

FOR THE FOURTH YEAR in a row the Young Men's Conference of the American Institute of Laundering attracted scores of men and women under 40 for a two-day series of stimulating discussions of industry problems. Upwards of 150 representatives of progressive laundries and allied trades firms from more than 24 states and three foreign countries filled the conference room at Hotel Allerton, Cleveland, Ohio, February 11th and 12th, for the sessions which successfully maintained the high standard of interest prevailing at previous conferences.

"Personnel Relations and Plant Morale" was the subject of the first talk on the opening day. The speaker, William S. Richardson of Crown Laundry, Sherbrooke, Quebec, talked in a frank, straightforward manner of the continuous program which has been in operation in his plant for a number of years. His problem is a two-fold one in that two languages are spoken in Quebec and all employee communications must be conducted accordingly. He laid down the broad and clear policies which have been successful in building a high level of plant morale.

### **Joseph A. Robertson**

Mr. Richardson was followed by Joseph A. Robertson of Rutter's Laundry, Lawrence, Mass., who described how the services of a specialized laundry accounting firm have helped him establish workable management controls. The text of Mr. Robertson's remarks appears on page 20.

Following the custom established at the first of these meetings both speakers were subjected to a barrage of questions from members of the audience. It is probably this feature which has contributed most to the success of the conferences. Questions and answers were brutally frank with no holds barred. Facts and figures were laid bare.

AIL President Martin Romeiser presided at the luncheon that day. Kirkland Sloper, Director of Industrial Relations, Monarch Aluminum Manufacturing Co., Cleveland, addressed the group on the subject of personnel relations in times of high employment. Although the speaker had no knowledge of laundry industry problems and made no pretense to such, he did attend the morning session and, consequently, had benefited from the question and answer period following Mr. Richardson's remarks. He displayed a keen understanding of the working man's point of view and gave his listeners much food for thought.

### **Theodore W. Ward**

The afternoon session got under way with a discussion by Theodore W. Ward, Lacrosse Laundry, Lacrosse, Wis., on "A Laundry in the Drycleaning Business." Addressing his remarks to those who are not in the drycleaning business and those who are in it only as a sideline he said, "In the case of launderers I sometimes feel that we have gone forward but not fast enough. After clinging for many years to the conservative attitude toward drycleaning we must make up for lost time.

**William Hempel, Jr.**

Walter's South Side, Inc.  
Baldwin, Long Island, N. Y.

Our industry is undergoing a change from a distribution and merchandising standpoint. Like the drycleaning industry which was almost 100 percent done in large plants and is now decentralizing into smaller on-location installations which may or may not operate routes, portions of our industry are changing into drive-ins, stores, launderettes, naboretties and other forms of cash-and-carry. Many thoughtful people feel that the future of our industry lies largely in the cash-and-carry phase and that route business will be a smaller and smaller portion of the total laundry business done.

**Donald Hall**

Star-Palace Laundry  
Rochester, N. Y.

I have always felt that the actual working conditions in the plant have a very direct relationship to the recruiting of our help. I mean by this that the plant must be clean, well lighted, ventilated and painted. There must be a decent place for the employees to eat their lunch and a place where they can change their clothing before and after working hours. Of course, we are lucky because our building is fairly large and we have space for these things.

Management and its attitude very definitely have a great deal to do with recruiting of help.

**Executives . . .*****Annual Report***  
By THE STARCHROOM STAFF

If you stand still and watch the world go by, it will . . . Let me add that with careful planning, good advertising and a concentrated all-out effort to do a selling job, I am fully convinced that you will be pleasantly surprised to find that your drycleaning department will be profitable and also, because of it, you will obtain additional laundry business as well."

**Boyd H. Lewis**

Fergus Briggs, Jr., National Laundry, Pocatello, Idaho, then discussed "Linen Supply in a Family Laundry Plant." He was followed by Boyd H. Lewis, New Orleans Laundries, Inc., who asked the question, "Are We SELLING Laundry Service?" Lewis reminded the group that, "Although the art of persuasion plays a dramatic role in making a sale of goods or services, the primary and really important thing for a routeman to do is on a more mundane, common-sense level. That job is to know each customer so well that he knows her viewpoint and can adapt to it. What this means is that the routeman must analyze his sales problem first before he can go to work on it."

That evening the dinner meeting featured a panel discussion titled, "Where Do We Go From Here?" Under the chairmanship of Fred McBrien, past AIL president and "daddy" of the young men's conferences, panel members included William E. Kenney, Jr., Davis Laundry, Cleveland; Herbert L. Abraham, Adelman Laundry, Milwaukee; John G. Schott, Norris Laundry, Norristown, Pa.; and Elbert R. Fitch, Fitch's Laundry,

**William S. Richardson**

Crown Laundry  
Sherbrooke, Quebec

Whether we are referring to supervisors of personnel or production or any other phase of supervision, all are dependent upon the other in achieving the ultimate goal, and that is having a successful business firmly founded on good plant morale . . . Supervision in its simplest terms, is the control of the performances of people. And when a supervisor fulfills the obligations of his job he becomes management's biggest asset in employee relations. Possibly we see now why supervision is of vital importance to our whole set-up of personnel management.





A dinner and panel discussion climaxed the first day's activities. Seated at the speaker's table (left to right): Albert Johnson, Herbert L. Abraham, William E. Kenney, Jr., AIL President Martin B. Romeiser, Fred McBrien, John G. Schott, Elbert R. Fitch and George Johnson (behind Mr. Fitch).

Lasalle, Ill. A wide range of current management problems was covered by the group. Each speaker contributed his thoughts on a specific subject and all were subjected to the customary questions from the floor.

The second day's activities commenced with Donald Hall, Star-Palace Laundry, Rochester, N. Y., discussing "Receiving Help in a Tight Labor Market." Surely no subject holds more interest for management of all industries today and Hall's step-by-step description of the actual mechanics of getting people onto his payroll in the face of acute competition from Rochester's many industrial plants provided much of interest to his audience. He was followed by Robert T. Baxter, Baxter Laundries Corp., Grand Rapids, Mich., who described the way in which his company, operating seven plants throughout the state, get the most from their outlay for advertising and merchandising by carefully planning their budget each year and strictly adhering to it. Flexibility is not completely sacrificed, however, and

each plant manager has a wide degree of discretion in planning activities to meet peculiar market conditions in his community. Baxter aroused considerable discussion by revealing that they go after business when it is relatively easy to get rather than follow the time-honored custom of trying to stimulate sales during periods of little activity.

William Hempel, Jr., Walter's South Side, Inc., Baldwin, Long Island, emphasized the trend toward decentralization of plant and sales activities in his description of his cash-and-carry plant-store operation. Located in rapidly growing Nassau County and drawing on a good cross section of personal income groups, Hempel said that store volume this year is six percent ahead of a year ago, consists of 85 percent laundry and 15 percent drycleaning, and is stimulated by a 15 percent cash-and-carry discount. They also operate 12 routes and the store has drawn some business off these but not to the point where the routemen have complained.

At luncheon that day Albert Johnson, AIL general manager, was introduced by W. A. Leece, secretary of the Laundry Institute of Cleveland. Mr. Johnson chose the title "We Often Miss the Obvious" for an interesting discussion of population trends and buying habits which have occurred since the war. He laid particular stress, of course, on how these trends affect the future of the laundry industry and what individual laundryowners must do in order to take advantage of them. The talk was full of interesting statistics about present economic conditions.

#### C. Burt Meyers, Jr.

"Holiday House of Laundering" is the name of the quick-service plant operated by C. Burt Meyers, Jr., in Ashland, Ohio. In describing the operation at the afternoon session he laid particular emphasis on the advertising campaign with which he constantly bombards local housewives. He said the small plant located in a converted garage is pulling laundry bundles out of the home and, later, "upgrading" them into the parent plant located in the same town. With a capital investment of approximately \$20,000 and a weekly sales average of \$340 Meyers says his gross profit is running around 50 percent. The plant has no collection and delivery cost. He is convinced that the future of the industry depends upon such "transition pieces" as Holiday House.

#### John L. Slick, Jr.

Concluding talk of the conference was presented by John L. Slick, Jr., Slick's Family Washing Co., Fort Wayne, Ind. He described in detail the very successful "open house" or plant visitation conducted at his plant last October which was subsequently the subject of an issue of *The A.I.L. Member*. A crowd estimated at over 3,000 persons crowded into the plant for the one-day



Among those attending from foreign countries were (left to right) Werner Langguth of Dusseldorf, Germany; George Lee Lum of Trinidad, British West Indies; and Alfred Raupack, Gladbeck, Germany.



An informal AIL alumni reunion drew these former classmates together. Seated (left to right): Robert Mandel, Norwood Laundry, Brooklyn, N. Y.; Robert Kenney, Davis Laundry, Cleveland, O.; John Horn, Perfection Laundry, Sayre, Pa. Standing: Fergus Briggs, National Laundry, Pocatello, Idaho and Richard J. Brown, Whyte's Laundry, Roslindale, Mass.

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Photographs of John Slick's successful plant visitation strung along wall of conference hall attracted the attention of conferees as they returned to their seats for the final session.

affair. Consumer reaction was tremendous and has not yet ceased to be evident to Slick, to the men on his routes and the girls in the plant store. In urging others to consider such a program, Slick emphasized that the effect on employees' morale is as great as any other factor. He went on the radio and told his customers what he thought of his workers. Then he played a tape recording of the broadcast to his people in the plant and let them know what he told the public concerning his employees.

The real value of the conference, as in past years, lay not only in what took place at the sessions in the hall. Informal discussions were going on constantly at the meal table, in the hotel rooms and at every conceivable time and place. The attendees were eager for information of every kind and it was this constant interflow of information between young executives from all types of laundry plants that really made the trip worthwhile. We were glad to learn that a fifth annual conference is to be scheduled for next spring. □□

## How Your Accountant Can Help You In Management Control

By JOSEPH A. ROBERTSON  
*Rutter's Laundry, Lawrence, Mass.*

**Editor's Note:** The following article is taken from an address delivered by Mr. Robertson at the recent AIL Young Men's Conference in Cleveland.

I have been using a specialized laundry accountant for a period of less than two years and have had a standard cost control set-up for less than one year. I thought that perhaps this might be the reason that I was asked to talk on this particular subject—why we went to a laundry accountant and standard cost control, what happened when we did, and how we are making out with this new baby.

It was at the very first one of these Young Men's Conferences in Atlantic City that I first became cognizant of the fact that a cost control set-up might be of great help to me in the laundry production field which at that time happened to be my primary interest in the laundry business.

I sat there listening to a talk by young Ken Weiser, a member of a New York firm of excellent laundry accountants, and I was very much impressed with what he had to say. I, like a great many of you, was caught in that squeeze of frozen prices and rising labor and supply costs, which was bringing profits down in spite of increased sales. And as I sat listening to Weiser's talk on what he, at that time, called continuous cost, I kept tossing the idea back and forth that perhaps I was missing something that would make it easier for me to run a better and more profitable business.

### A specialized service

I was at that time using an excellent general accounting firm. Their diversification in the servicing of so many varied businesses gave them no chance at specialization and this is true of most general accounting firms. One of my friends in the business had become, at that time, the first laundryowner I know of to use the serv-

*The* **5** **Important features**  
**you want most in a**  
**DELIVERY TRUCK!**



- 1 STURDY LONG-LIFE CONSTRUCTION!
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*"Thank you  
Mr. Henry!"*

HOME FAMILY LAUNDRY, Inc.

Quality Service  
49 HUGHES AVENUE PAWTUCKET, R. I.

Hoyt Manufacturing Corporation  
Forge Road  
Westport, Massachusetts

Gentlemen:

We are pleased to give you our 1½ year's experience with your Solvo-Miser.

(1) We have more than doubled the cleaning production of our 4 year old Prosperity 6-A by using the Solvo-Miser.

(2) We are running 30 lb. loads of clothes through the Solvo-Miser within 16 to 17 minutes after extraction.

(3) We are averaging well over 8,000 lbs.--this week over 9,000 lbs.--of cleaning per barrel of Perc. by actual kept records.

(4) We have reduced the maintenance on our Prosperity 6-A by over 50%.

(5) We have had no maintenance with your Solvo-Miser other than the cleaning of the condensing coil once a month--a 15 minute job.

(6) Because we are now able to soap longer, we have eliminated the Spotter that we use to employ on a full time basis.

(7) Our piece work Presser has noticed a big improvement-less wrinkles-in the garments coming to him and his earnings have increased substantially.

(8) Because we do not have to heat and cool our cleaning machine, its life has been lengthened and no need of waiting for re-loading.

(9) The Solvo-Miser is operated with a small flow of water going through the condensing coil with 25 lbs. to 30 lbs. steam pressure. We do not find it necessary to deodorize.

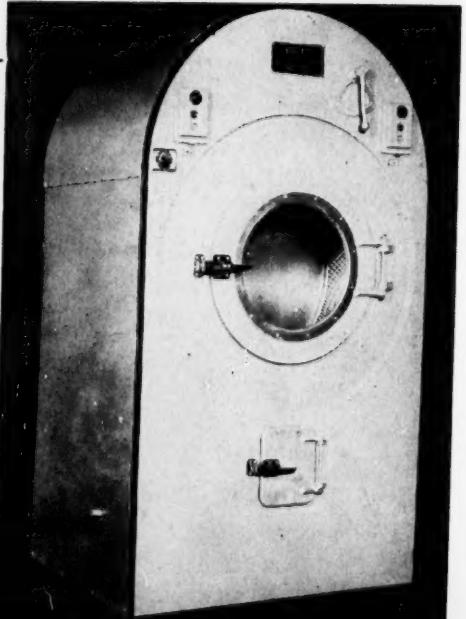
Very truly yours,  
HOME FAMILY LAUNDRY

*Raymond B. Henry*  
Raymond Henry, President

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## SOLVO-MISER



## TO COMPLETE YOUR CHARGED SYSTEM OPERATION—

Model A—capacity 20 lbs. dry wght. .... \$1095  
 Model B—capacity 30 lbs. dry wght. .... \$1195  
 Model C—capacity 40 lbs. dry wght. .... \$1295

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The tapered construction of Timken bearings lets them take both radial and thrust loads in any combination. They hold shafts in rigid, positive alignment—insure proper gear meshing. Wear on moving parts is reduced.

Because they keep housings and shaft concentric, Timken bearings make closures more effective. Lubricant stays in. Dirt stays out. Maintenance is minimized. Long, trouble-free operation assured.

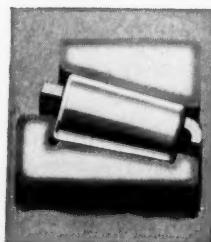
No other bearing gives you all the advantages you get with Timken bearings. Make sure you have them in the machinery you build or buy. Always look for the trade-mark "Timken" stamped on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian Plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



This symbol on a product means its bearings are the best.



How HOYT MANUFACTURING CORPORATION mounts the worm gear reducer shafts of its tumbler dryer on Timken bearings to assure minimum maintenance, longer life.



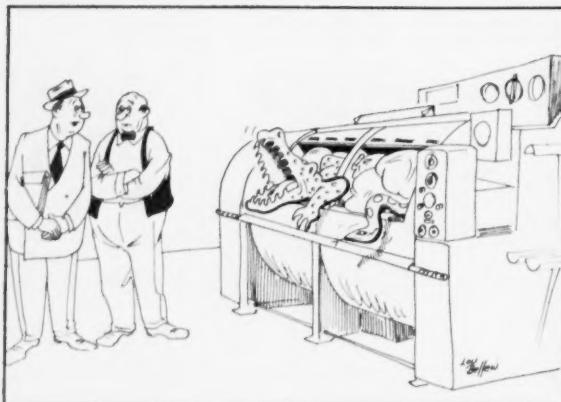
### GREATER LOAD AREA

Because the load is carried on the line of contact between rollers and races, Timken bearings carry greater loads, hold shafts in line, wear longer. The Timken Roller Bearing Company is the acknowledged leader in: 1. advanced design; 2. precision manufacturing; 3. rigid quality control; 4. special analysis steels.

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TRADE-MARK REG. U. S. PAT. OFF.  
**TAPERED ROLLER BEARINGS**



NOT JUST A BALL ○ NOT JUST A ROLLER ○ THE TIMKEN TAPERED ROLLER ○ BEARING TAKES RADIAL ○ AND THRUST → ○ LOADS OR ANY COMBINATION ○



"You still getting your water from the bayou, Mr. Walton?"

ices of a specialized laundry accountant on a standard cost set-up and his success with it moved me to do the same. So I called in the firm of John Carruthers & Co., laundry accountants exclusively, to install their system using the uniform account classification with the definite intention of getting into cost control. . . . It is in this vein that I'm going to discuss with you how a specialized laundry accountant, if you can get one, can help you in your business in a great many ways that wouldn't be within the scope of a general accounting firm.

The first step the new firm made was to install a new system based on the uniform accounts classification. This simplified office work to a great degree. It also made it possible for us to make comparisons with all the published statistics in the laundry, drycleaning and linen supply field, plus the fact that the staff of Carruthers and Co. was able to give us information and advice that we never could get from a general accountant.

When these things had been done we were ready to go to work on standard cost and here's what happened.

We were told to make a detailed analysis of our sales and bundle content, covering two weeks operation. The data that we were to compile was to be used by our accountant's cost expert.

First, we had to compile the total number of pounds by services that we were processing in a given two-week period, plus the sales dollar total for each service. Most of these figures were obtainable from our slips and tickets that were a part of our regular office pricing set-up. Along with dollar sales and pounds of each service we had to compile the poundage figures processed in each department in the plant and the total man hours worked in each department. These last two items, pounds processed and man hours worked, gave us, obviously, the pounds per operator per hour figure for each department.

Then in came the cost experts to work up the figures. Taking the dollar sales in pounds of service plus pounds per operator per hour in each department and adding supplies and overhead, they arrived at a cost per pound figure for each productive operation. Once these figures had been found, we were really ready to go to work and here's how. **The reason we were looking for cost per pound of clothes produced was that these laundry cost experts had established a standard cost of producing each service, that if reached and maintained, would effect a 10 percent profit return to management.** Now we were ready to find out in what departments we were either above, at, or below the standard.

Now bear in mind that a cost expert is not an industrial engineer, (and I'll try and show you my conception of the difference in a minute or so) but he can tell you what it costs you to produce a pound of clothes in each and every department in your plant and point out to you what departments are operating at excessive cost. Once you know where you are out of line you then go to work on the problem.

Now, the most important factor in this service business of ours that affects a profitable operation in any one department is our labor cost. And if you're running below standard and at excessive cost in a department, 99 times out of 100 it will be a labor problem that is the reason for a sub-standard operation.

**The recovery of the service charge in the selling price is also a very important factor affecting profit.** Most plants have a deficiency of this nature in the pricing structure, at least in some one service which prevents them from ever making a profit on that service. The service cost per bundle in the average laundry can be anything from 50 to 85 cents. This must be recovered before any profit can be made.

Once the survey is made and standards are set you then call in your superintendents and department heads for a bull session. We discussed first those departments that were good cost-wise. We analyzed them to see why they were good and what we had to continue to do to keep them that way. That is not always an easy thing to do. If you lose a key operator in a shirt unit or a couple of key operators in a flatwork crew are out sick, your costs are going to go up when your production goes down. Then we hashed over those departments that were sub-standard and tried to find out what we could do to cut costs and bring them up to the standards set for us to shoot at by our cost expert. It might be a different labor allocation, a change in incentives or a change in productive method, but we had to find something to make us improve.

Now don't think for one minute that once you have found out where you are sub-standard you're going to come into the plant of a Monday A.M., hang up your hat and fix everything up. You're not. It's a long gradual haul to reach your goal and if you can get one department a month in shape you're doing real fine. I haven't been able to do it that fast.

I now find myself looking forward to my cost experts visit each period. I'm eager to find out in what department I've improved and cut costs and I'm also disappointed if a department has slipped. But, if it has slipped, I call in the supervisor to find out why. He might say he lost a key girl or he had considerable absenteeism that period or mechanical difficulties with equipment.

The point I'm trying to bring out is that I knew something was wrong right away and put the finger on my superintendent at once to correct the situation. **If I didn't have the cost expert checking periodically, a department could gradually slip into bad shape until a sloppy operation might become a habit and then a department is in real trouble.** This is something to my way of thinking that is of untold value to management.

Let me give you an example. I had a situation in my dry tumbling department that had both myself and my superintendent at an impasse. Period after period showed the department to be operating at excessive figures and we couldn't seem to get anywhere near the standard. After repeatedly calling my attention to the situation, Ed Osborn, the cost expert, then said to me, "Well, Joe, there it is. The operation is bad. If you want to keep running the department in the same man-

# Balanced Press Operation... STEPS UP QUALITY SHIRT FINISHING PRODUCTION of the **UNIPRESS**

**2 GIRL 3 PRESS  
SHIRT FINISHING  
UNIT**



*Here's proof on the <b>UNIPRESS</b> PRODUCTION CHART												Operator Time	Drying Time	
OPERATOR	SS-2	11	7	4	7	7	7	4	7	11	7	13	39-S	17
NO. 1 FOLDING MACHINE														

Unload sleeve press. Place shirt on revolving shirt hanger. Take new shirt from damp box. Make first left sleeve lay. Placket up. Close press. Complete folding of shirt and put shirt band in place. Make second left sleeve lay. Close press. Insert collar support and place shirt in rack. Place board on fold plate for next shirt. Make first right sleeve lay. Placket up. Close press. Remove shirt from collar form and start folding. Make second right sleeve lay. Close press. Fold over sleeves and one side of shirt on folding machine and repeat entire cycle.

OPERATOR	SCCY-B	13	39-S	17
NO. 2	39-S	7	4	17

Take shirt from revolving shirt stand with left hand. Remove shirt from SCCY-B with right hand and lay it on table between SCCY-B and 39S. Make collar and cuff lay on shirt just removed from revolving stand. Close press. Make first back lay on 39S. Close press. Make second back lay on 39S. Close press. Remove shirt from 39S and hang on collar form. Pick up shirt on table between SCCY-B and 39S and make bosom lay. Close press. Make yoke lay on SCCY-B and close press. While yoke is drying, remove new shirt from revolving stand with left hand and repeat entire cycle.

## Unequalled Production — Unequalled Quality

No other shirt finishing unit has proved so popular over the years as the UNIPRESS 2 Girl 3 Press unit. That's because the famous UNIPRESS action actually *irons* a shirt to the satin smooth finish your customers demand. You invest in only 3 presses instead of 4... you save floor space and operator's steps.

Outstanding for its  
**HIGH PRODUCTION — LOW COST — QUALITY FINISHING**

Manufacturers of Laundry Power Presses and Equipment  
**The UNIPRESS Company**  
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Please send us your free catalog describing the UNIPRESS 2 Girl 3 Press Shirt Unit.



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Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ner and lose money, go ahead and lose it. It's your money."

Brother, them's fighting words. So we checked and rechecked. The operators in the department were of good caliber and were going all the time, but still the pounds per operator per hour were way off base.

Now your laundry accountant's cost expert has at his finger tips standards that are reached in some 50 odd plants that he services in all sections of the country. We all have a number in this so-called bible of his. I may be plant number 42 and Spalholz, up in Maine, may be plant number 21. So we look up a plant that is meeting the standard in its dry tumbling department with a similar operation and try to find out what he is or is not doing compared with our operation and try to adapt these features to our operation.

In this case, it so happened that we were over folding. We were folding and buttoning fluff dry pajama coats, house dresses and outer wearing apparel that were going to be sprinkled and ironed at home anyway. Instead of the conventional three-lay fold on turkish towels and pieces of this type we began using the simple two-lay fold such as you get from the latest type automatic folders. Simple, little things, yes, but they cut the department from four operators to three, thus eliminating a \$32.00-per-week operator. Fellows, you can buy a lot of accounting service for 1,600 bucks a year. Here is a situation that, but for the steady brow-beating of my cost expert, would still exist. Instead, it was remedied in a few months. This, plus the fact that we had the opportunity to compare ourselves within the industry, department by department, with other operations that told us there was a way to do it and keep costs in line at the same time.

### Comparative costs

For instance, my friend, Johnny Gikas, up in Manchester, N. H., may be having trouble meeting his standard on pin and net. I am making the standard in the department so Johnny checks my operation against his own. By the same token I might borrow a page from his wearing apparel pressing department. For example, the survey might have shown that we were getting three and a half pounds per operator per hour in this department which cost us 30 cents a pound for labor. Our cost man advised us that this production was considerably below the average of successful plants. He advised us to investigate this operation in two or three other plants which were producing a comparable or better quality than we were producing and were doing it at a much lower labor cost per pound.

Now, as I said before, there is a big difference between a cost expert and an industrial engineer and we need them both. I do claim, however, that a cost expert can save you a considerable amount of money in your use of an industrial engineer.

In cost accounting you begin at the top and work down until you find out what cost is out of line. An industrial engineer starts at the bottom with a stop watch and works up, department by department, until he finds out what departments are out of line. The cost method is a lot quicker and considerably less expensive. When you find out where your cost is excessive, then bring in the industrial engineer to straighten you out where you are out.

Why pay money for an industrial engineering job that is going to entail time studies in your good departments as well as your bad ones? With a standard cost control expert a part of your laundry accountant's regular service you know before you start where a job has

to be done. Then it's time to bring in the engineer to straighten you out where you require it if you can't do it yourself. This method is much faster and, as you might imagine, considerably less expensive.

Let's take the golf game as a simile. The object of the drive is to get as far as you can, as straight as you can, in the direction of that green. That is what the regular accountant does for your business. He gets you going in the right direction. The second shot or approach shot gets you where you want to go, *on the green*. That's what your cost expert does for you. He gets you on the green and in position. Your putting is likened to your industrial engineer. When you've lined up your putt and pinpointed your objective, if you need him he'll help you get the ball in the hole so you can play the game smartly.

I have always been one to show a keen dislike for paper work of any kind and until the past couple of years have looked upon accountants as a necessary pain in the running of a healthy business. I now regard my laundry accountants and their cost control methods as important a cog in today's operation of a laundry as my washroom or flatwork ironers.

Now, please don't get the impression that I'm advising you to go home from this conference and raise all hell by dumping your general accountants out the window. I'm not. You must have a sleeve press in a shirt unit whether it be the conventional sleeve press or the new cabinet type. You must use extractors in your laundry whether they be the centrifugal curb or dump type or hydraulic squeeze type. And by the same token, you must have an accountant and the type that has helped me the most in the management of a laundry business has been a specialized laundry accountant, using standard cost control that lets me know where I stand, *all the time*, in all departments.

I hope I have been able to point out to you some ways in which a laundry accountant can help you in management and, if you ever get the opportunity to use the services of one, I sincerely believe that it will be both an interesting and profitable experience and well worth while.

To generalize, in summary, one fact that stands out in all plants is that, regardless of hourly pay rates, supply costs, and other contributing factors, the over-all profit or loss figure depends to a very large extent on the ability of management to utilize the factors at hand. The most successful plants are those in which the management pays strict attention to *all* details and takes immediate action when action is needed. □□



## Here's why users like it best!



**Stops guess work in the washroom.**



**Uses "Just Right" amounts.**



**Can't overlook an ingredient.**



**Uniformity in every washing cycle.**



**Saves supplies - Saves labor.**

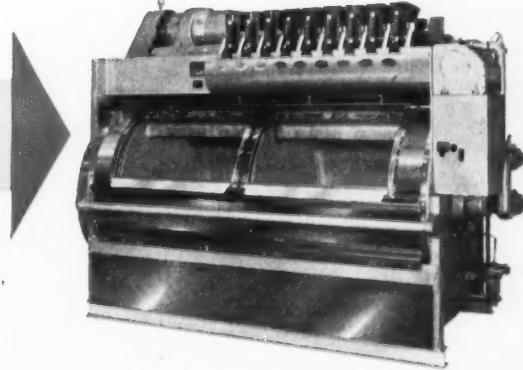


**Can't make mistakes - Can't forget.**



**ROBOT "Wash-O-Matic" Brain.**

Let ROBOT engineers show you how a ROBOT Fully Automatic Washer can be the answer to your washroom problems. Write today for complete information.



DIVISION OF  
THE WOLF COMPANY

# ROBOT

LAUNDRY MACHINERY SALES

CHAMBERSBURG . PENNSYLVANIA

Now available...

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# ROK-RIB Nylon



You can greatly reduce inefficiency in classification methods by using ROK-RIB nets—now available in five different colors. • Whitehouse Rok-Rib nets are made with wide colored stripes designed to simplify your sorting problems. Laundries report that the use of the colored nets speeds up operations and practically

classification problems

Nets in 5 colors!

eliminates classification errors. • You'll save money and keep your customers' goodwill by using Rok-Rib nets. And their amazing durability permits you to cut costs in many other ways. Replacement expense is reduced; you save on water, save on supplies, save on labor, save on power!

**WHITEHOUSE NYLON PRODUCTS** 360 Furman Street, Brooklyn 2, N. Y.

"Continued Leadership Through Constant Research"

# Deafness Is No Handicap . . .

**. . . as is proven by a DP laundry worker and thousands of others trained for industry throughout the country**

**DEAF SINCE THE AGE OF TWO** and having arrived in this country only a little over a year ago as a displaced person from Yugoslavia, Helen Rokaci of West Allis, Wisconsin, has overcome numerous hurdles in making a place for herself in society.

Now employed by the Allis Laundry and Dry Cleaning Co. (which, incidentally, is owned by the family of Margret Rescheter, author of STARCHROOM's current Primer series), Helen is proving that there is an untapped labor potential for the laundry, as well as other industries, among handicapped and displaced persons.

Helen has "listened" with her eyes nearly all her 29 years. She was deafened by meningitis when she was two years old. She learned to speak and write Serbian and to "listen" with her eyes to spoken Serbian. During six years in displaced persons camps in Germany she learned German.

She faced a doubly difficult task when she came to this country in that she had to learn a new language. She is now rapidly learning English through lip reading at the Milwaukee Hearing Society. According to her teacher, the Society has never had a harder working pupil and they claim that Helen is "doing beautifully."

A similar compliment was paid by Mrs. Michael Rescheter, Helen's employer at the laundry. Helen began to work there soon after she arrived, determined to become self-supporting and to help other members of her family brought here with the aid of the Milwaukee Serbia Society. At the laundry, she discourages efforts of fellow workers to communicate with her by signs. She insists that they speak to her in English so that she can watch their lips and gradually pick up more of the language.

She began her duties by folding rough dry bundles at the tumblers, in addition to feeding and folding at the flatwork ironers. She was then placed on wearing apparel and after four months started on shirts, sleeveing, bosoming and folding. According to the Rescheters, Helen has caught on to all of these things faster than

any other operator with whom they have worked. Margret Rescheter has found this to be similarly true at another plant in Virginia, where a deaf girl was employed to fold at the shirt unit.

It is believed that the deaf catch on more quickly because they, of necessity, have been forced to learn through observation rather than the spoken word. Their powers of concentration are greater than persons with normal hearing, and they are not as easily distracted by surrounding noises.

"She learns very well, is conscientious and ambitious," says Mrs. Rescheter. "When we try to show her how to do things she is always way ahead of us."

Mrs. Rescheter, who is of Austrian origin, uses several Slavic languages and understands German readily. Consequently, she finds it easy to train displaced persons brought to the laundry in search of employment.

Many other laundryowners throughout the country are finding that physically handicapped persons, as well as DP's, have proven themselves to be well adapted to this type of work and are showing by hard work and enthusiasm their appreciation of these opportunities to be gainfully employed.

Their reputation for a high standard of morale and spirit of cooperation make them highly desirable employees in a laundry under normal operating conditions—not only during periods of a short labor market.

Other physically handicapped people are constantly fitting into the laundry employment picture with success. Many industries have successfully employed amputees and other disabled veterans for the past few years. There are thousands of such veterans seeking and gaining employment in American industry today and laundries are not depriving themselves of their full share from this fertile field of prospects.

Schools for deaf-mutes, as well as other institutions, are offering exceptional prospects. Local offices of state employment services and the Veterans Administration have also been of help in contacting these people. □□

## LAUNDRY BUSINESS TRENDS

### New York

Jan. 17—0.6% less than last year  
 Jan. 24—1.6% more than last year  
 Jan. 31—2.5% more than last year  
 Feb. 7—2.0% more than last year

*M. R. Weiser & Co., New York*

### New Jersey

Jan. 17—5.7% more than last year  
 Jan. 24—4.1% more than last year  
 Jan. 31—3.9% more than last year  
 Feb. 7—3.4% more than last year

*M. R. Weiser & Co., New York*

### New England

Jan. 17—3.2% more than last year  
 Jan. 24—0.6% more than last year  
 Jan. 31—1.3% more than last year  
 Feb. 7—2.6% more than last year

*Carruthers & Co., Boston*

### Southeast

Jan.—4.0% less than last year

*J. R. Wilson & Co., Atlanta*

# That Terrific "TWIN"

**the talk of the industry**

IN A CISSELL TWIN LAUNDRY TUMBLER, wonderful things happen! Two baskets rotate independently with separate motors and control switches.

A SLIDING DAMPER allows complete regulation of heat to both baskets or to cut-off flow of heat to either upper or lower basket . . . and direct full flow to the other . . . an important feature for the most flexible operation of a Twin Tumbler. BUILT-IN LINT TRAP is easy to clean; air trap is withdrawn, reverse air flow rolls and pulls lint from collecting surface. ANY PART CAN BE REPLACED in less than fifteen minutes. Husky, 16-gauge STEEL CONSTRUCTION . . . made on the highest quality standards . . . not to low-price specifications.

ON THE GAS-FIRED TWIN LAUNDRY TUMBLER, A BASOID VALVE automatically cuts-off gas and provides automatic safety pilot protection—ROBERTSHAW GAS THROTTLING VALVE guards against overheating. BUILT-IN STEEL BRUSHES clean burner in less than three minutes. ON THE STEAM-HEATED TWIN LAUNDRY TUMBLER, two double heating coils are highly efficient.

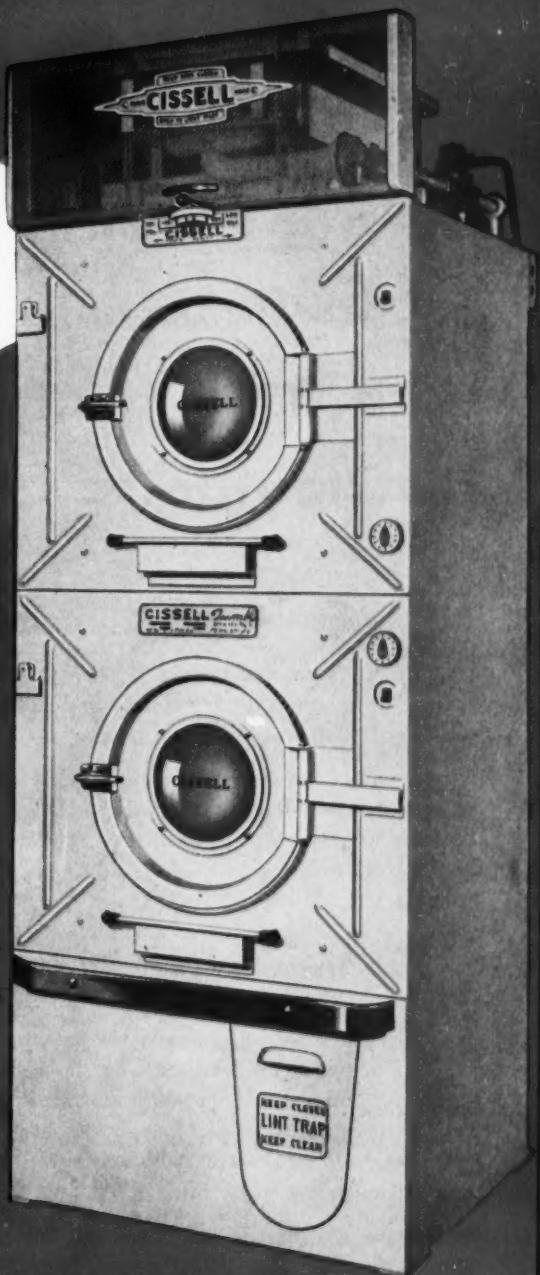
GAS-FIRED and STEAM-HEATED UNITS are interchangeable, permitting conversion from one type to another at any time. Furnished with two Bell-Signal Time Alarms. Door-swatch stops basket when door is opened.

### The trouble-free **CISSELL GEAR REDUCER**

The CISSELL WORM-GEAR SPEED REDUCER is equipped throughout with Timken Tapered Roller Bearings. All internal parts operate in a bath of oil. Made in Cissell factory for precision control of each part.

### The 36" x 30" **CISSELL TUMBLERS**

35 lbs. dry weight. LAUNDRY MODEL in either Gas-Fired or Steam-Heated. Heating units are interchangeable, permitting conversion from one type to another at any time. Equipped with Bell-Signal Time Alarms. DRY-CLEANING MODEL in Steam-Heated only. Static water spray . . . static ground connection on rotating basket . . . automatic fire and explosion safety control with automatic power cut-off.



THE 36" x 30" GAS-FIRED TUMBLER . . .	\$350
THE 4-COIL 36" x 30" STEAM-HEATED LAUNDRY TUMBLER . . .	\$350
THE GAS-FIRED TWIN LAUNDRY TUMBLER . . .	\$390
THE 4-COIL STEAM-HEATED TWIN LAUNDRY TUMBLER . . .	\$390
THE 2-COIL 36" x 30" DRY CLEANING TUMBLER . . .	\$400

Above prices for 110 or 220 volt, single phase, 60 cycle AC, white or pastel green baked enamel finish. All prices, F.O.B. Louisville, Ky.

# Cissell

*Consult Your Jobber*

W. M. CISSELL MANUFACTURING CO., INC., 881 S. FIRST ST., P.O. BOX 1143—LOUISVILLE, KY.  
Phone COncord 6-2222—5220 W. Jefferson Blvd., Los Angeles—Foreign Distributors Write Export Dept.—Cable Code: CISSELL

NOW I KNOW WHAT THE BOSS MEANS WHEN HE SAYS

**It's good business  
to do business  
with a Pennsalt  
distributor!**

**Right you are, Mr. Routeman!**

—and many a prosperous laundry operator will agree. For there's a double benefit in dealing with a Pennsalt distributor.

First, you get the many valuable *extra services* only he can provide (see list on opposite page). Second, he's the man to see for Pennsalt's complete line of hard-working, business-building laundry products. A good example is

**Pennsalt Erusto Ray "B"**

This is the newest addition to Pennsalt's famous line of Erusto-matic Neutralizers—another *major development* in simplified washing procedure. Erusto Ray "B" sours and blues in one operation, *eliminates guesswork* by the operator. When the load is blued right *you're sure* it's automatically soured right! You get uniform sparkling white work every time.

Your Pennsalt distributor can tell you lots more about Erusto Ray "B" and other Pennsalt laundry products —how they can help you do a better job, thus build business. Stop putting off profits and call your distributor today!



**PENNSYLVANIA SALT MANUFACTURING COMPANY**

EAST: 174 WIDENER BUILDING, PHILADELPHIA 7, PA. WEST: 2168 SHATTUCK AVE., BERKELEY 4, CALIF.



## Valuable services offered by your distributor

The Pennsalt distributor's business is built on service—and it's service that *only* he can give. His customers benefit in dozens of ways, just as you will when you do business with him. Here are some of the things you can expect:

- 1. Prompt Service** The distributor's warehouse is nearby and he knows your needs well because of his frequent contact.
- 2. Exact Service** The distributor carries an adequate supply of the items you use so he can fill both large and small orders promptly and exactly.
- 3. Technical Information** The distributor and his men have extensive experience in solving the technical problems you face, and they are backed by a nearby Pennsalt specialist.
- 4. Business Information** The distributor knows much about plant operation, advertising, finance, and other fields that are part of your business. He keeps you up on the newest developments affecting you.
- 5. Personnel Leads** The distributor maintains a file on available qualified men. He can help you locate a new foreman, superintendent, or other technically trained people.
- 6. Promotion** The distributor is eager to assist in promoting the wider use of laundry and dry-cleaning services.
- 7. Reliability** The distributor's interest is local. Your success is, to a great extent, his success. He has a stake in your business, and does everything he can to earn your trust and good will.

Let your Pennsalt distributor prove these statements soon!



## Allocating Laundry and Cleaning Expenses

There is no absolutely accurate method of allocating costs, hence an easy, simple, and common-sense method of deciding how much expense to charge to each department is valuable in determining the relative value of each department. Here is one standard method of allocating monthly expenses to laundry and drycleaning departments using several different bases.

First, the regular monthly statement is figured, including all expenses and revenues of the firm. Then the costs are assigned on the following basis:

- 1. Productive Labor**—*Actual* expenses for laundry and cleaning and for work done out are kept separate easily, so the true figures are used.
- 2. Productive Supplies**—*Actual* costs for laundry and cleaning supplies are kept separate on the regular operating statement, and so split.
- 3. Power Plant**—Electrical and boiler horsepower for the entire plant is totalled, then the proportion chargeable to drycleaning provides a percentage which can be used to allocate all power plant expenses.
- 4. Building Overhead**—The proportion of total square footage of floor space used by the cleaning department provides a percentage to use on all these expenses. Don't forget that cleaning uses a portion of office, call office, and drivers' storage space.
- 5. Machinery Overhead**—Depreciation, insurance and taxes can be split on the basis of the valuation of laundry and cleaning equipment. Repairs may be based on this same percentage, or kept accurately.
- 6. Indirect Overhead**—While the percentages used above will not vary unless a drastic change is made in the plant, the percentages used here will vary from month to month since they are based on sales or payroll, both of which can be split easily among laundry or cleaning departments. Indirect labor, indirect supplies, miscellaneous expense, insurance, and bundle insurance all can be split on a basis of sales. Superintendence actually can be split or divided according to relative sales of each department. Compensation and liability insurance are split on the basis of the payroll percentage of each department to the total payroll, as are payroll taxes, vacations and holidays, etc.

**7. Sales and Distribution Expenses**—can be split actually in the case of route wages, with other items divided on a basis of sales.

**8. Office and Administration**—also seems easiest split on a basis of sales of each department.

Breaking down expenses by the above method should provide a fairly accurate picture of what each department is doing. Of course, if you can get any other *actual* figures, such as bundle insurance, payroll taxes, etc., the breakdown will be more nearly correct than that provided by percentages. Using this method you can, in an hour or so, divide costs so that you know how profitable each division of your plant is. (*Courtesy of the California Laundryowners Association.*)

## Who Pays Ike's Laundry Bill?

The cost of his personal laundry is one of the expenses our new chief executive must pay out of his \$50,000-a-year expense money. A special fund covers the cost of laundering household linens used in the executive mansion, but washing President Eisenhower's shirts and socks will come out of his own pocket.

## Starchroom's Laundry Primer

### PART XIV

# How To Train Operators On Yoke, Triple-Head And Backing Presses

By MARGRET M. RESCHETAR

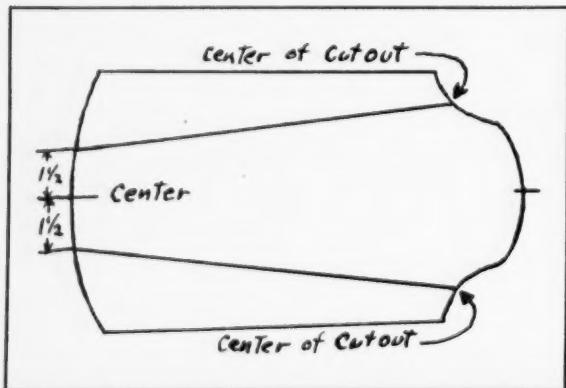
OPERATOR NUMBER TWO in our shirt finishing unit operates the triple-head (collar and cuff) press, the yoke press and the backing press. Before commencing operations each day she checks the timers on all three presses. The triple-head press is set for 24 seconds, the yoke press for 12 seconds and the backing press for five seconds.

Assuming that the presses are loaded and the unit is in full operation, she performs these steps in the following order:

1. Unloads a shirt from the yoke press and makes the first lay on the backing press with this shirt
2. Picks up a shirt from the fill-in piece and loads the yoke press with it
3. Makes the second lay on the backing press
4. Removes a shirt from the triple-head press and places it on the fill-in piece
5. Removes a shirt from the hanger and loads the triple-head press with it

She then repeats this cycle.

Before starting to train this operator be sure you have marked the press cover of the backing press with pencil as illustrated in the sketch. Note that it is marked with two lines to enable the operator to quickly judge the angle at which she positions the seams of the shirt.



Lines on the backing press run from the center of each armhole cutout to points 1 1/2 inches from the center of the opposite end of the buck

**Editor's Note:** This series is *not* an endorsement by STARCHROOM of equipment used in the illustrations. Many pieces of equipment made by many manufacturers are capable of producing highest quality work. Those illustrated happen to be presently in Miss Reschetur's plant.

We have found that teaching a girl how to make lays on the backing press is the most difficult training job in the unit. If she does not get enough of the sides of the shirt pressed the bosom press operator will run into difficulty with about an inch of wet strip on either side. Therefore, these lines on the backing press are extremely important.

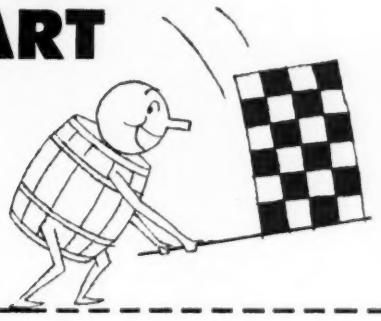
You must realize that these lines are for average shirts (sizes 14 to 16). On larger shirts difficulty will be encountered with portions of the sides not being pressed if you follow these lines exactly. Therefore, regardless of size, follow this rule: *The tip of the pocket must be on the edge of the press on the first lay. There must be a space the width of your hand between the seam of the shirt and the edge of the press on the second lay.* In the case of large shirts the seam will not be on the pencil line but the operator will still be able to lay the seam correctly—neither too straight nor at too much of an angle.

After you have shown the trainee how to check the timers be sure to explain the use of the buttons in closing the presses. A new operator is usually a bit frightened at the thought of operating the equipment. You can put her at ease if you show her that she won't get her hands caught in a press because she must use both hands (one on each button) or the press won't close.

We are now ready to teach her to load the triple-head press. This is how we tell her to do it.

1. Take a shirt off the hanger, grasping the center of the collar with the right hand so the label is facing you. As you swing the shirt in front of you, grasp the left cuff in the left hand. The swing should be hard enough so the right sleeve falls free of the rest of the shirt. The collar is tossed onto the collar buck of the

# THE FINISH DEPENDS ON THE START



What gives a beautifully laundered shirt or dress that customer-pleasing "professional look"?

Wrinkle-free ironing? Neat folding? Attractive packaging?

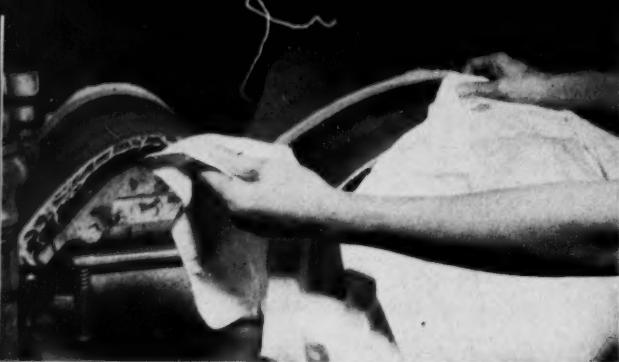
Sure—all three. But don't forget this. That professional look *started* in the washroom . . . started with efficient dirt removal. Without that *start*, you'd never get the *finish* that says *top quality!*

You'll get the proper start for your customers' clothes by washing them with Ozonite. No other soap you can buy will do more to give you the quality control so important in keeping customers sold.

And quality control is simple with Ozonite washing. This complete, scientifically balanced soap eliminates washing mixture guesswork. You'll find its day-by-day results uniformly excellent. It can save you time, manpower, money—and "headaches."

*Procter & Gamble*  
CINCINNATI, OHIO





Loading the triple head press. TOP: (left) collar is tossed on collar buck while left cuff is held in left hand and (at right) placed on buck. CENTER: collar is held taut (left) and placed on buck (right). BOTTOM: with lays completed (left), press is closed (right)

press. You are still holding the left cuff in the left hand, so you will make that lay first.

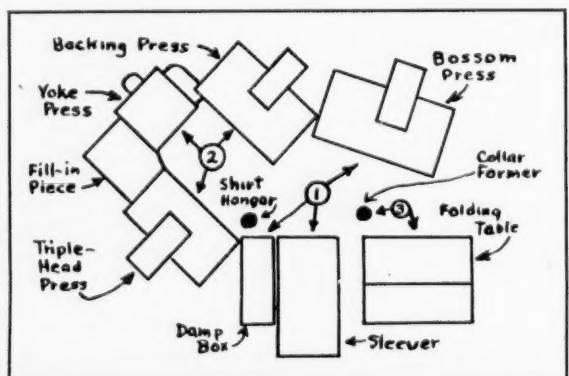
2. Take hold of the left cuff with both hands; pull it taut and place it on the buck in the shape of a half moon. In doing this, the thumbs are at the stitching edge *on top* of the cuff and the fingers at the same edge *underneath* the cuff. Release the fingers first, then the thumbs. In so doing, *do not brush the hands over the cuff*.

3. Grasp the collar in both hands, making sure your thumbs are at the ends of the collar on the stitching and the label is facing you. Your index finger and middle finger are directly underneath your thumbs. The little finger and ring finger of the left hand are on the collar button; the little finger and ring finger of the right hand on the buttonhole. Press these fingers against the palm of the hand, pull the collar taut and place it on the buck in the shape of a half moon. As the center of the collar touches the buck first, pull downward with the fingers until the entire edge of the collar band meets the edge of the press. (You will recall that, in the first article, we stressed the importance of cutting the padding material to exact size so it does not extend over the edge of the buck. This gives the operator a guide in making this lay. It enables her to be sure when she places the collar band on the edge of the buck that she will iron only the collar and band and won't overlap

onto the yoke of the shirt when she closes the press.)

4. Repeat operation number one on the right cuff.

*Do not pat the collar and cuffs or try to smooth them out.* Many operators do this in the mistaken belief that they are doing an extra good job. This is wrong for two reasons. First, it causes wrinkles in the collar and cuffs. Secondly, it usually pulls the material out of



Sketch shows position of equipment in shirt unit. Numbers indicate operators one, two and three. Arrows point to equipment each operates

# CUT HANDLING and ASSORTING TIME

WITH THE TAG-O-LECTRIC LOT SYSTEM



**STOP LOOKING for OLD MARKS!**

**USE THIS TEMPORARY MARK** from mark-in to wrapping

**USE PERMANENTLY-MARKED ASSORTING BINS** save time . . . avoid confusion . . . stop looking for old marks. . . stop hanging tickets.

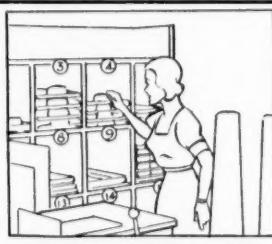
## The New TAG-O-LECTRIC Makes, Marks and Staples Lot System Tags in Split Second Operations



**TAG-O-LECTRIC TEMPORARY MARK** Large Easy-to-Read Number is Customer Bundle Number, Small Number is Lot Number

### SMALL LOTS or SUB LOTS

Genuine TAG-O-LECTRIC FIBEROLL comes in 10 colors for color Rotation (Color Coding of Lots). Lot number Further Identifies Lot.



◀ **FURTHER SAVING IN HANDLING TIME** is possible in many plants by assorting at finishing stations directly into permanently-numbered movable bins.



Go-Back Pieces are readily recognized as each piece has lot color, lot number and customer bundle number.



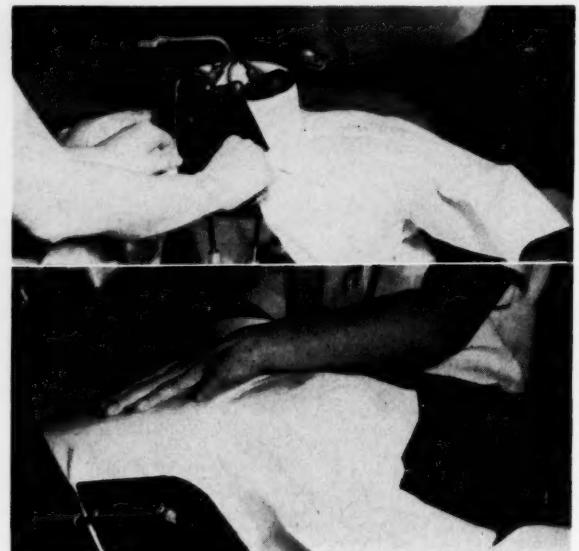
see your jobber  
or wire  
or write  
for  
Complete Information

◀ **NO MARKS on CUSTOMERS' PIECES . . . NO MARKS TO LOOK FOR ON REPEAT BUSINESS.** Tags are removed at wrapping after checking bundle against invoice.





ABOVE: shirt with French cuffs properly laid on the triple-head press.  
RIGHT: fingers in correct position for pulling the collar tightly against  
the collar post on yoke press (top) and smoothing out the back of  
the shirt on the yoke press (bottom)



position. There should only be three movements in making the triple-head lay: left cuff, collar, right cuff.

5. Close the press and pivot to the right.

To unload the triple-head put your thumbs in the armholes of the shirt with your fingers touching the outside of the shirt near the shoulder. Toss the shirt on the fill-in piece between the triple-head and the yoke press (see sketch) in such a manner that the tail of the shirt lands first and the collar is on top.

In laying French cuffs on the triple-head, turn the cuff so that it appears to be inside out with the gusset facing up. Grasp the cuff where it joins the sleeve and place it on the edge of the buck. Again, be sure the thumbs are on top, fingers underneath, and both are on the stitching at the edge. Pull taut and lay on the buck in the shape of a half moon. Move the hands forward and grasp the top of the cuff near the stitches. Square the cuff. *Do not pat it.*

When the triple-head press was unloaded the shirt was placed in such a position on the fill-in piece that the tail was on the bottom and the collar on top. This was done purposely to facilitate lifting the shirt off the fill-in piece for loading the yoke press. This is how we tell the trainee to do it.

1. Placing the thumbs in the armholes, or as close to them as possible, pick up the shirt and move toward the yoke press. Hold the left hand stationary near the left side of the buck. Move the right hand along the far edge of the buck, behind the collar post and upward along the right edge of the buck. When the hands are on either side of the press and the armholes of the shirt are positioned on the buck relax your hold on the armholes.

2. Grasp the collar button with the fingers of the left hand (thumb on the inside). Grasp the buttonhole with fingers and thumb of the right hand in the same posi-

tion. Pull forward with both hands until the collar rests tightly against the collar post.

3. Keep the hands in the above position and with the left foot step on the pedal which brings the clamps down on the collar.

4. Using both hands simultaneously, smooth out the shoulders starting from the center of the yoke and moving outward to the front edge of the buck.

5. With both hands smooth the back of the shirt starting from the center of the yoke and moving downward toward the far edge of the buck.

6. Close the press and release the foot pedal. Turn to the right.

After the initial explanation on steps four, five and six we reduce that to three words, PULL, PUSH and SHUT. Repeat these for the operator until she can say them with you.

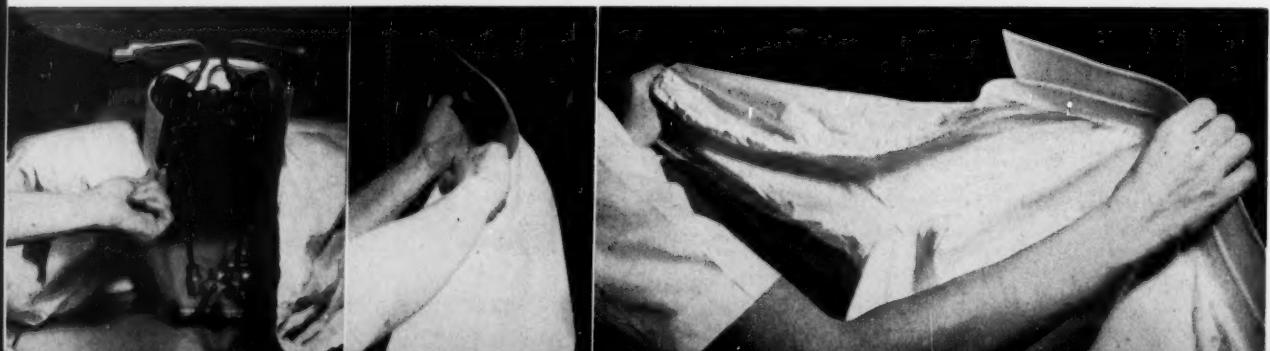
The trainee is now ready to learn how to unload the yoke press and load the backing press. This is how we tell her to do it.

1. With the left thumb on the collar button, grasp the collar between the thumb and index finger.

2. Push the shirt from the left to the right side of the press, around the back of the collar post, using the left hand only. In so doing, the knuckles of the left hand *barely skim the lower buck.* (This is emphasized so the operator will not lift her hand up too high and burn it on the upper buck.)

3. As the shirt is swung off the press, pivot to the right

BELOW: unloading the yoke press and preparing to load the backing press. Operator (left) grasps the collar between the left thumb and index finger. After swinging the shirt off the yoke press she pivots to the right while grasping the collar with the fingers of the right hand on the inside, thumb on the outside (center). She then turns her right hand away from her, releases her left hand from the collar and grasps the buttonhole strip as near the last buttonhole as possible (right)





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All 3 are excellent for souring all white and colored work. All 3 have outstanding blue-leveling action. Contact your Wyandotte representative or jobber. He can show you how one of Wyandotte's laundry sours will best fit your use, save you time and money, do a better job for you!

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After tossing the shirt on the backing press the operator grasps the tail of the near seam in the left hand and the joining seam under the arm in the right hand (top left) and pulls the shirt toward her (top right) until it is lined up properly (see text). Then she straightens out the shirt tails (bottom left) and shuts the press. After the press opens she lifts the shirt slightly to free it from the buck (bottom right)

and, as you do so, transfer the shirt from the left to the right hand in the following manner. Grasp the shirt with the fingers of the right hand on the inside of the collar and the thumb on the outside. Release the left hand. Turn the right hand away from you so the thumb is facing you. With the left hand grasp the buttonhole strip as near the last buttonhole as possible.

4. Toss the shirt on the backing press. Toss it hard enough and far enough so the greater portion of it falls over the far side of the buck and the near seam is on the press. The far sleeve is tossed over the frame of the table on the far side of the press.

5. Grasp the tail of the near seam in the left hand, the joining seam under the arm in the right hand and pull the shirt toward you. The weight of the wet shirt will help straighten it out as you pull. Tug the seam gently. This motion will facilitate the lay of the near seam later.

6. Pull the shirt toward you until (a) the tip of the pocket is visible and (b) the far seam of the shirt is lined up with the pencil line on the buck. Watch the armhole seam. It should be as close as possible to the cutout on the buck.

7. Straighten out the shirt tails.

8. Close the press.

In making the second lay on the backing press we instruct the trainee as follows.

1. Lift the shirt slightly to free it from the buck.

2. Place the right hand and the left hand respectively where the wet and dry portions of the shirt meet. With the hands flat push the shirt away from you until the near seam lines up with the near pencil mark.

3. Straighten out the shirt tails.

4. Close the press.

Here is operator number two's complete cycle once more, assuming that the presses are loaded:

1. Make the first lay on the backing press, close the press and pivot to the right.

2. Pick up shirt from the fill-in piece, load the yoke



Pushing the shirt forward on the backing press for the second lay

press and pivot to the right. Remember, the *left* foot is on the pedal.

3. Make the second lay on the backing press, turn left until you face the triple-head press, unload it and place the shirt on the fill-in piece. Reload the triple-head press, close it and pivot to the right.

4. Unload the yoke press, pivot to the right and make the first lay on the backing press.

In pressing large-size shirts it is necessary to make three lays on the backing press. We make the third lay right after loading the yoke press. In making this additional lay, the operator is taught to place her hands on the shirt in a flat position where the wet and dry portions meet and push the shirt forward until the near seam gets as far as the near edge of the press. She then closes the press, counts five, trips open the press and makes the final lay. □□

**Next month Miss Rescheter will discuss the training of shirt operator number three, describing in detail how she performs the folding operation.**



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to send a  
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March 15, 1953

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March 15, 1953

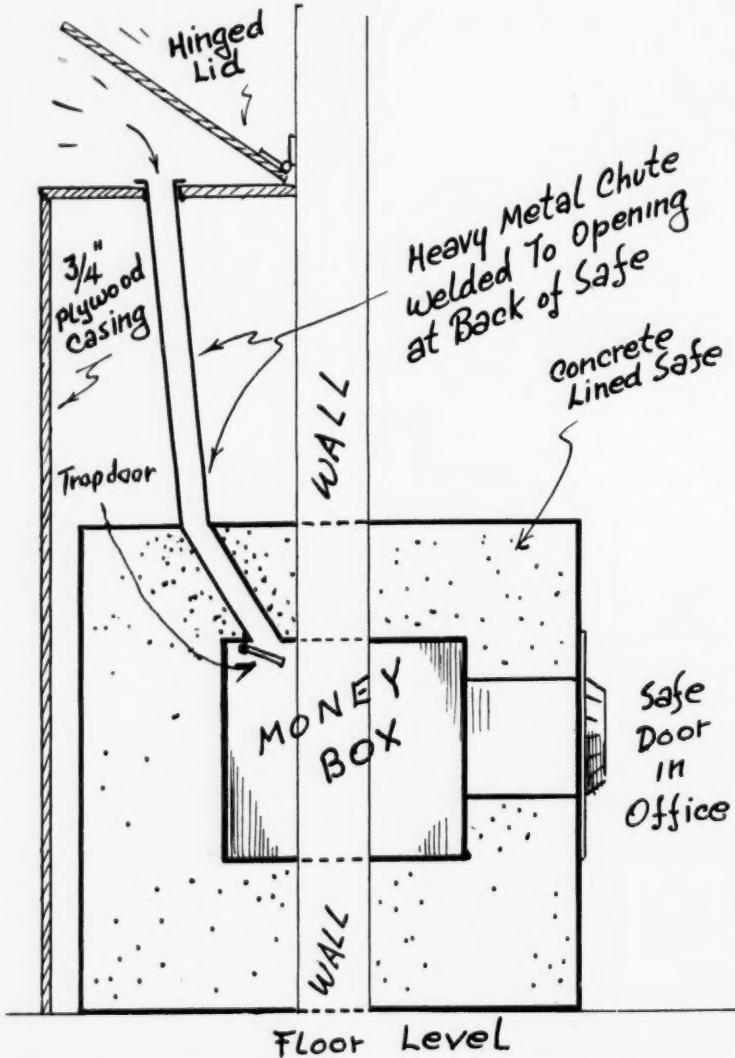
## Rhapsody in Bellew

Neither rain, nor snow, nor dark of night—not even the A.I.L.'s Young Men's Conference, plus the N.I.C.D.'s convention—could stop this swift (?) courier from his appointed rounds in February. Only have one real complaint . . . the towels at the Statler in Cleveland were so thick I couldn't get my suitcase shut.

Met a lot of fine people though, visited some mighty fine plants on the way home and collected more than the usual number of gadgets for these pages.

### Icy Weather Tip

Last winter I bragged how smart I was in carrying a big box of rock-salt in the back of the car for those times when ice and snow kept my tires from getting any traction after parking against a curb or on a grade. Well, it played havoc with the metal in my trunk when it had soaked up enough moisture to wreck the bottom of the pasteboard box. The stuff worked fine for the purposes I mentioned, but it *did* gather moisture, and that was the trouble. This winter I've been tipped off to a better deal, guaranteed not to gather moisture, and it's called "chick-grit." "Chick-grit" is supposedly nothing more than ground-up granite stone, sold mostly to hatcheries and farmers for baby chicks. Naturally, you understand that chickens, having no teeth, depend on a certain amount of gravel and other roughage in their craws to aid in digesting the food they eat. (Editor's note: Henceforth, this publication will be known as STARCHROOM LAUNDRY JOURNAL with Farm Supplement.) This "chick-grit" sells at any feed store for 2¢ a pound, and doesn't gather moisture. There are now 10 pounds of the stuff in the trunk of my car, contained in two one-gallon cans with snap-on lids, which last summer contained turpentine. (Thank the Lord my little woman decided last summer to paint the house. So, to get the cans you'll need, get the wife talked into painting the house.) How can you lose?



### Safe Receives Late Collections

Every plant (almost) seems to have the problem of what to do with the cash the drivers often have to turn in after the office has closed. It's too much to ask of the drivers to take it home and be responsible for it overnight.

At Robison & Smith Launderers & Cleaners, Gloversville, N.Y., they have their safe installed so that it sticks through the wall between the office and the hall. The business end of the safe is in the private office used by the accounting department,

and the fanny-end of the safe sticks out a little into the hallway leading back to the plant proper. Hiding this end of the safe is a  $\frac{3}{4}$ -inch plywood cabinet built around it up to a height of about four feet, with a hinged lid on the top.

Late drivers merely lift the lid and drop their collections into a slot in the top of the plywood cabinet; and the money slides down a chute into the money box inside the safe. This particular safe seems to have been made-to-order with a narrow metal chute built into it at

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DOUBLE THICK  
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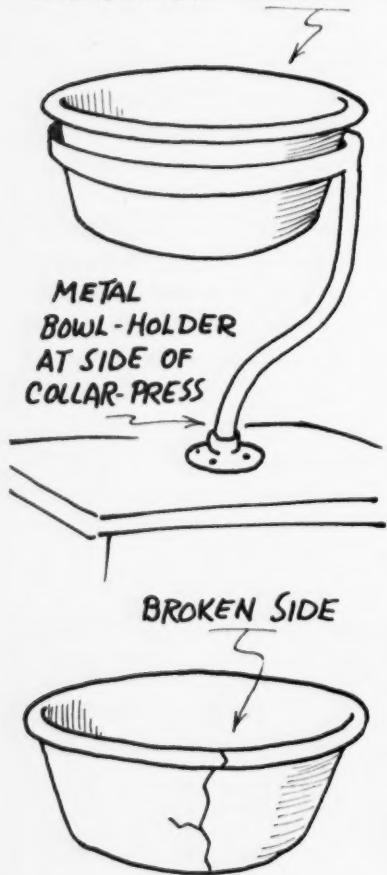
*Three types:* Cotton pads with cotton binders . . . cotton pads with asbestos binders . . . asbestos pads with asbestos binders . . . all go on quick . . . last longer . . . come off quick! . . . all give super cushioned "perfection" finish.

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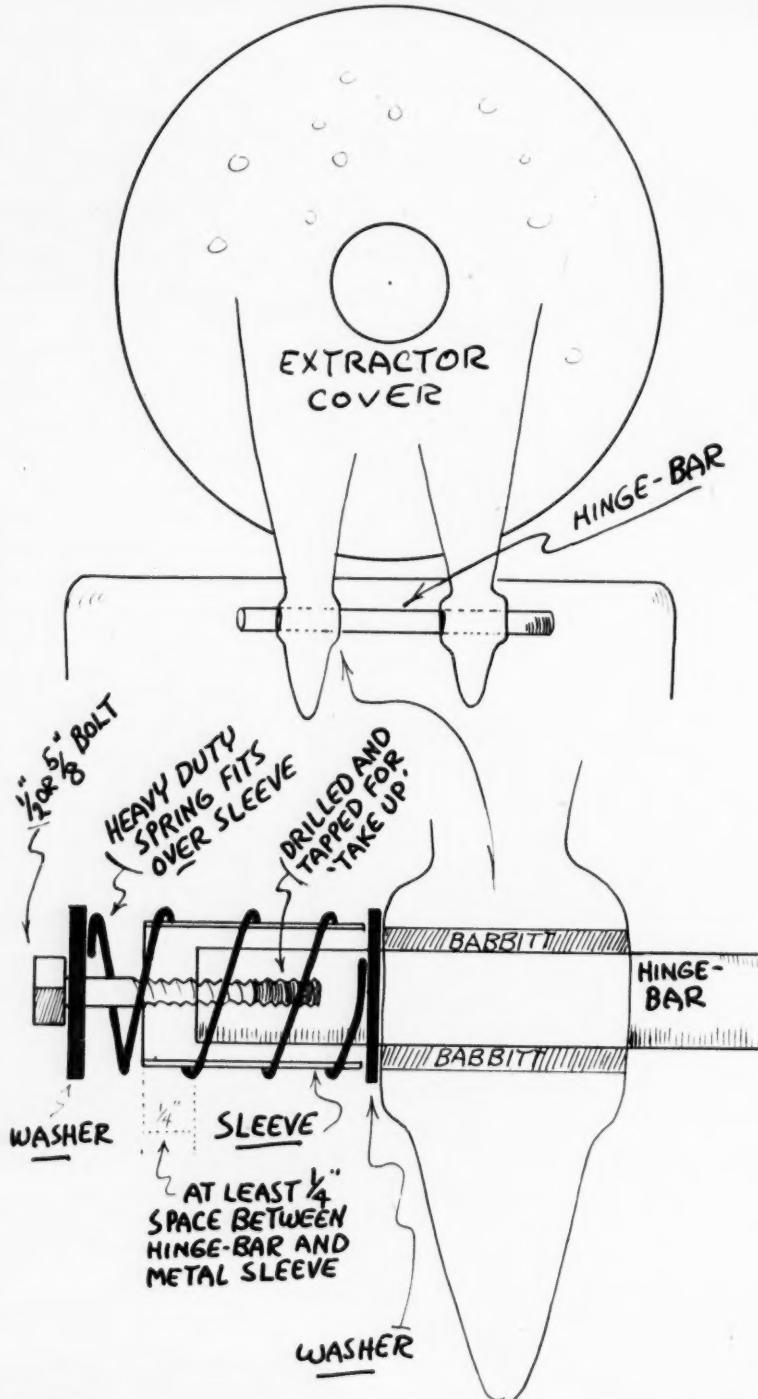
the factory, with the chute running up at an angle from the money box to a point near the back of the safe. Once the safe was installed at the plant, a heavy metal extension of this chute was welded to it, and the plywood cabinet was built around it for camouflage and as sort of a desk for the routemen.

### PLASTIC DAMPENING - BOWL



#### Repairing Dampening Bowls

Those metal holders for the dampening bowls, which set at the side of the various presses in a shirt finishing unit are very handy indeed, but they will hold only one size bowl. Certainly it's a minor thing, but I've seen more different sized containers perched on those things, in plants where the original bowl has been broken. Now comes a ray of hope. No need to throw the original plastic bowl away if it's been dropped and cracked, or broken. Get some acetone from your drycleaning department and apply it to the broken edges. Acetone will soften the plastic and make a perfect "weld" once you let it dry for a few hours.



#### Hinge Bar

If you have the older type extractors you probably still have to pour new babbitt bearings periodically for the "hinge-bar," or hinge-pin as they sometimes call it. Vibration is terrific on these babies, and when they get to "chucking" you can kiss the bearings goodbye.

Here's the solution so far as one engineer sees it, and in my own

breathless way I'll try to explain it. To keep down the side motion of the extractor cover hinges, on the hinge bar, and vice versa, he uses heavy springs on each end of the hinge bars to control this side motion, and prevent damage to the babbitt bearings. (His bearings have lasted over twice as long and still show no sign of wear.)

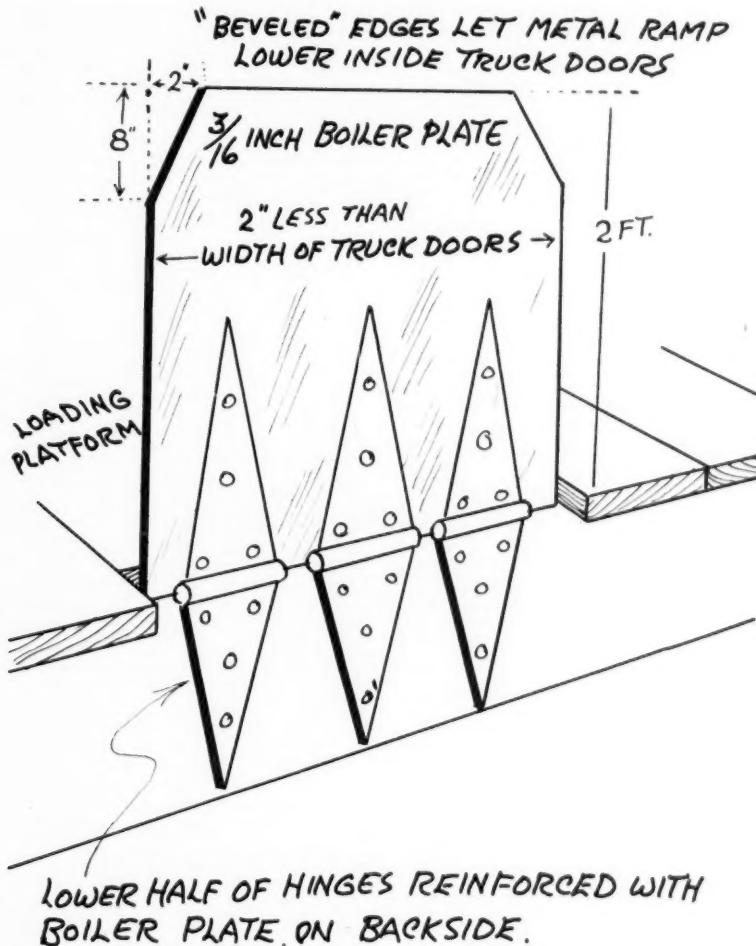
First of all, the ends of the hinge

bar were drilled and tapped to take as big a bolt as possible without weakening the bar. Next, a large washer was placed over the hinge bar and against the side of the extractor cover hinge. Then a section of pipe larger than the hinge bar was placed over the bar and up against the big washer. Over this larger sleeve was fitted a heavy duty spring and the bolt, through another large washer, started into the end of the hinge bar. By taking up on the bolt, the spring is pressed against the hinge, and since there is this cushion-like spring action from both ends of the hinge bar,

there is far less chance of extractor cover hinges setting up the "chucking" action that in time will wear out the soft babbitt bearing. As seen in the drawing, the sleeve of larger pipe, over the end of the hinge bar serves only to keep the spring from collapsing, and allows the spring to give equal tension all around on the washer against the hinge of the cover. Also, be sure to allow at least a quarter-inch between the end of the sleeve and the end of the hinge bar so the bolt can't be pulled up tight enough to make contact with the end of the hinge bar.

was solved by beveling the corners of the ramp to provide an extra four inches leeway.

Another problem arose, too. The drivers had a habit of driving away and letting the ramps drop off the ends of the truck bed and slam down against the timber to which the lower half of the hinges was bolted. This generally broke off the lower half of the hinges. This was stopped by welding a thickness of boiler plate under each of the lower halves of the hinges to reinforce them to take this treatment.

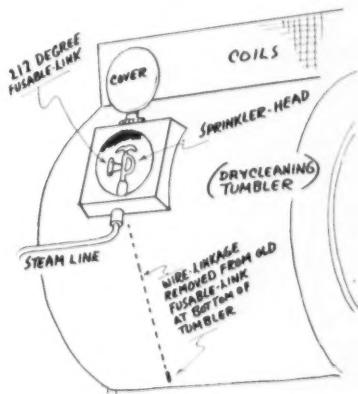


#### Truck Loading Ramp

In Springfield, Ohio, Jack Kirchwehm and Jack Follrath made me welcome at the Perfection Laundry. I ran into a swell idea for those of you whose truck beds and loading platforms don't match.

This is a two-foot long piece of  $\frac{3}{16}$ -inch boiler plate fitted with some man-sized hinges set flush with the top of the loading platform. To do this the overhang of

the platform timbers had to be cut off even with the supporting beam so this ramp could be raised up until the truck backed into position. Originally this boiler plate ramp was cut four inches narrower than the truck doors and was figured to be just about right, but it soon became apparent that the trucks weren't always backed in at the proper angle for the ramp to lower into the truck bed. This problem



#### Tumbler Fire Control

This has to do with drycleaning tumblers equipped with a fusible-link at the lower side of a tumbler and the weight that drops down as soon as the fusible-link lets go, and injects steam into the tumbler. Well, anyhow, there's a certain amount of maintenance to this type fire-control setup, and instead of making the needed adjustments this plant engineer simply "converts" the tumbler to another system he has devised.

He has removed the old linkage and counterweight on each tumbler, and replaced the old steam valve at the upper side of the tumbler with an ordinary 212-degree sprinkler head. The steam line connected directly to this sprinkler head doesn't rely on any valves to be activated by a counterweight, and avoids the danger of sticking valves. As soon as the fusible-link of the sprinkler head melts, the steam enters the tumbler and the fire is out. According to the engineer the fire had to get going pretty well before the old type setup would activate the steam valve. This sprinkler head, he says, set right in the opening nearer the tumbler cylinder, is activated much faster and without the danger of mechanical difficulties with valves and linkage. You like? □□

March 15, 1953

## Laundry News Notes



PATERSON, N. J.—Louis Fox has opened the Modern ½-Hour Laundromat at 607 Main St. Nineteen washers, three dryers and an extractor have been installed, and television is available for waiting customers.

NEWARK, N. J.—Guest speaker W. L. Sheltmire discussed bleach at the recent regular meeting of the North Jersey Institutional Laundry Managers' Association. The association will hold its annual banquet on April 8 at the For Hills Restaurant in Newark.

OIL CITY, PA.—Authorization has been issued for the establishment of Tillie's Laundry at 218 Clarion St. by Theodosia S. Kurtich.

RISING SUN, PA.—A theft at the Tacony Airlite Laundry, Cheltenham Ave. and Hegerman St., netted the burglar bundles of wearing apparel valued at \$2,753.

CANAAN, CONN.—Mr. and Mrs. Paul Rogers, operators of the Canaan Laundry, have purchased the Nugent & McCormick drycleaning establishment of Great Barrington, Mass. The drycleaning equipment is being moved to Canaan, where the new owners will operate both businesses.

SPRINGFIELD, MASS.—The Belmont Laundry was praised for its safety record for suffering no lost man-hours of working time last year from accidents.

SALEM, MASS.—L. P. Benet and Paul M. Pilcher have been elected directors of the Salem Laundry Company at a recent meeting of the firm's stockholders.

SPRINGFIELD, MASS.—Among the winners of the 1952 fleet safety contest among Connecticut Valley business firms, the Highland Laundry Co. ranked high in the no-accident group.

QUINCY, MASS.—Fire caused an estimated damage of \$8,000 in a recent blaze at the Shawmut Laundry, 14 Alleyne St.

LOWELL, MASS.—The Highland

Laundry Co., located on Broadway, has announced that it has become an agent for the Dillon Dry Cleaning Co.

QUINCY, MASS.—Arthur W. Gillis, general manager of the Old Colony Laundry, has been elected to the firm's board of directors.

WORCESTER, MASS.—A building permit has been issued to Muir's Laundry, 205 Chandler St., to convert its boiler room to a locker room at a cost of \$1,500.

HARTSDALE, N. Y.—White Cleaners and Launderers has opened a branch store at 215 East Hartsdale Ave. under the management of Miss Ruth Schmidt. This is the firm's fourteenth store in the county.

ELMIRA, N. Y.—A certificate of assumed name has been filed by Leo Loeb, who is doing business as Quick Service Laundry and Dry Cleaners at 511 Park Pl., and is successor in interest to Robert L. Kinner.

ROCHESTER, N. Y.—The Star Palace Laundry has purchased Tatlock Bros. Launderers & Dry Cleaners, 183 Tremont St.

BROOKLYN, N. Y.—The 59th annual stockholders meeting of the Pilgrim Laundry was recently held in the company's building at 1102 Prospect Ave. Four hundred stockholders were guests at the dinner and entertainment.

NEW YORK, N. Y.—A regular monthly meeting of the Metropolitan Institutional Laundry Managers Association was held on February 18, at which a panel composed of Hugh Gallagher, Nat Iannone, Paul Abrams, John Kenney and Frank Sepkowski discussed "Flatwork and Press Production."



MORGANFIELD, KY.—Mr. and Mrs. James H. Storey have opened a new self-service laundry at 349 North Court St.

LOUISVILLE, KY.—Capital Laundry

& Dry Cleaning Co. presented watches recently to seven long-time employees. The employee with the longest service is a veteran of 39 years with the firm.

GULFPORT, MISS.—J. S. Love, owner of the Buena Vista Hotel, is erecting a laundry at the rear of the hotel. Estimated to cost \$4,300, the laundry is expected to be completed in March.

ELLISVILLE, MISS.—The Economy Laundry, Cleaners and Dyers, owned and operated by Ken Combs and Earl Knotts, has been opened.

LITTLE ROCK, ARK.—Floyd A. Chronister has been named assistant manager of the Majestic Laundry and Cleaners, 1000 West Markham St.

FT. PIERCE, FLA.—Paramount Cleaners and Laundry has opened a branch at the Beach Shop, 1101 Seaway Drive.

PAHOKEE, FLA.—Rep Cowart, proprietor of the Cowart Laundry and Dry Cleaning Co., reports the installation of some new equipment.

GOLDSBORO, N. C.—A certificate of incorporation has been issued for the establishment of Wayne Laundry, Inc., with authorized capital stock of \$100,000.

NEW ORLEANS, LA.—The New Orleans Laundry and Cleaning Association has elected Vincent Caruso as president. Other officers are Vernile Baggert, vice-president, and A. N. Hanemann, treasurer.

STAUNTON, VA.—A freak explosion recently occurred in the boiler room of the Staunton Steam Laundry, causing an estimated damage of \$2,500. Everything, however, was covered by insurance.

STAUNTON, VA.—The White Way Laundry is moving its call office to 1502 W. Beverly St. from its former location across the street.

NASHVILLE, TENN.—Happy Day Laundry-Cleaners, owned by James L. Lowe and G. T. Pemberton, is undergoing a \$125,000 expansion at the rear of its plant at 700 State St. The project will be completed soon and the cost figure includes building and additional equipment.

AMERICUS, GA.—The Automatic

**For Efficiency, Economy and Dependability...rely on**

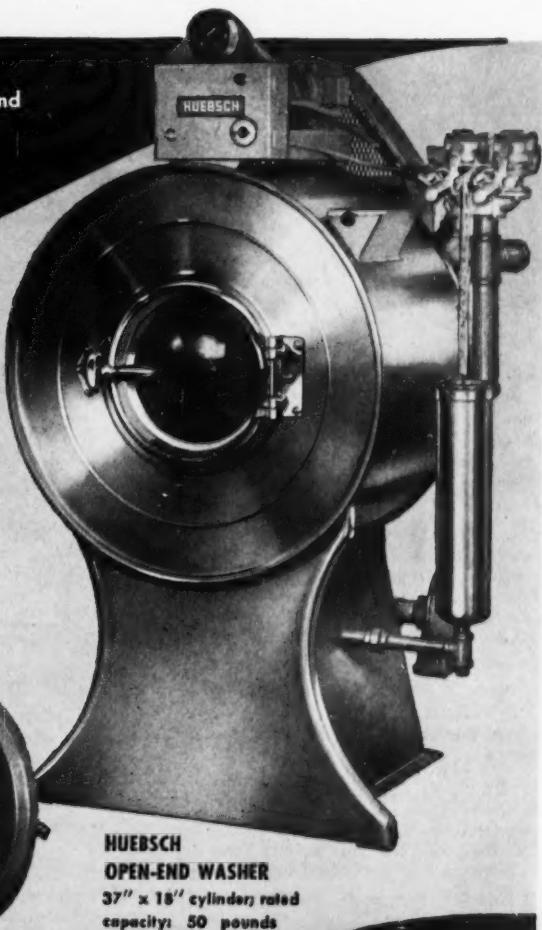
# HUEBSCH

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Handkerchief Ironers and Fluffers • Pants Shapers • Automatic Valves  
Feather Renovators • Double Sleevers • Collar Shapers and Ironers  
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**Laundry, 335 So. Jackson, has installed eight new washers.**

**ALBANY, GA.**—The Bishop Laundry, formerly known as the Albany Laundry, has announced an expansion program and complete remodeling of the plant during 1953.

**DAWSON, GA.**—Mr. and Mrs. Oscar L. Hughes, owners of So-White Laundry & Cleaners, have installed new equipment.

**VIDALIA, GA.**—L. H. Anderson, proprietor of Ideal Laundry & Cleaners has added some new equipment.



**ANCHORAGE, ALASKA**—Bids are being received for the construction of laundry and drycleaning plants at Ladd Air Force base.

**BOISE, IDAHO**—Proposed construction of a \$500,000 laundry plant at Mountain Home Air Force base has been abandoned, according to Senator Welker, Idaho.

**BOISE, IDAHO**—Articles of incorporation have been filed for the National Laundry and Cleaners, Inc. It was capitalized for \$25,000 by Edward D. Bieri, Jr., Helen Bieri, Fergus Briggs, Sr., and Fergus Briggs, Jr.

**PRINCE GEORGE, B. C., CANADA**—The Pine Baths Laundry on Fifth Ave. has opened a snack bar for the use of its patrons.

**VANCOUVER, B. C., CANADA**—Stork Service, Ltd., with offices at 1519 Marine Building, 355 Burrard St., has been incorporated with authorized capitalization of \$25,000.

**CALGARY, ALBERTA, CANADA**—Premier Laundry, Third Ave. and Eighth St. West, is planning construction of a new addition. Plans have been prepared for a 78 x 118-foot brick building with steel frame and concrete floors. A portion of the new unit will be used for garage facilities.

**GRANTS PASS, OREGON**—The Glendale Laundry has been sold to Mr. and Mrs. Alfred Smith by former proprietors, Mr. and Mrs. William Oaks.

**HERMISTON, OREGON**—At a recent

special meeting of the Hermiston Cooperative Laundry and Cannery, members voted to dissolve and liquidate the business. The building and equipment will be sold as soon as a buyer can be located.

**GRANTS PASS, OREGON**—Mr. and Mrs. R. J. Denio, owners of the Laundromat at 716 SE Seventh St., have recently added some new equipment.

**LA GRANDE, OREGON**—The Troy Laundry has recently enlarged its plant and has installed additional equipment.

**PORTRLAND, OREGON**—New quarters for its cash-and-carry service and general offices will be provided for the Oregon Laundry & Dry Cleaners by a \$135,000 expansion now underway at the site of the old Omaha Hotel on S. W. Columbia St., adjacent to the main three-story plant on S. W. 2nd Ave. Completion of construction is expected about May 1. Space made available in the old quarters will be used for additional shirt pressing and flatwork, and will involve the purchasing of more than \$40,000 worth of new equipment.



**CHICAGO, ILL.**—A recent fire and explosion of undetermined origin in the Marshall-Victory Laundry & Cleaners, 3105-17 W. Harrison, did an estimated \$25,000 damage to the one-floor structure.

**CHICAGO, ILL.**—Fanned by a 50-mile-an-hour wind, a fire causing an estimated damage of \$300,000 totally destroyed the Calumet Launderers and Dry Cleaners, 1701-09 Broadway, Indiana Harbor.

**BELVIDERE, ILL.**—Ownership of the Troy Laundry and Dry Cleaners, 110-112 East Pleasant St., has been transferred from Dave Heintz to Victor Galster.

**METROPOLIS, ILL.**—A \$200,000 fire raging through a west Metropolis business district completely wiped out the American Laundry and Cleaners.

**MARISSA, ILL.**—Mrs. Willard Wilker-

son and her sister-in-law, Mrs. Manford Wilkerson, have leased the former Werner Bakery to install a modern laundry. Equipment has already been set in place.

**KANKAKEE, ILL.**—The name of the Domestic Laundry Co., 196 N. Dearborn Ave., has been formally changed to one by which it has been known for several years—Domestic Services, Inc. The laundry and drycleaning firm is managed by Paul Birch.

**STERLING, ILL.**—Mr. and Mrs. Howard V. Sucher have begun operations in the Rock Fall Laundry they bought recently from Morris Gilmore at 105 E. 3rd St.

**MONETT, MO.**—Installation of new equipment at the Monett Steam Laundry by proprietor T. M. Bentley is enabling him to offer speedy dry fold service.

**WAVERLY, OHIO**—Owners Dave and Zelma Way and Betty Jones have opened The Laundromat on Fourth St., offering half-hour service with 20 washers, three dryers and two extractors.

**STURGEON BAY, WIS.**—Edward Evenson has opened a self-service laundry on Jefferson St. with fourteen washing machines and two dryers.

**DES MOINES, IOWA**—A consolidation of some of the production facilities of the Cascade Launderers-Dry Cleaners and Miller's Launderers & Dry Cleaners has been put into effect in an effort to reduce overhead costs. Other departments of the firms will continue to operate independently.

**TERRE HAUTE, IND.**—George Decker, owner of the New System Laundry, 468 Walnut St., has recently purchased Peerless Cleaners at Second and Hullman Sts.

**INDIANAPOLIS, IND.**—The Excelsior Laundry Company, 840 North New Jersey St., is celebrating its 75th anniversary. Ownership has been in one family throughout the life of the firm.

**INDIANAPOLIS, IND.**—An explosion at the Progress Self-Service Laundry, 4139 College Ave., injured manager Donald Hocker and caused some damage to the plant.

**FLINT, MICH.**—Heavy smoke from a basement fire at the Up-to-Date Hand Laundry, 832 S. Saginaw St., caused considerable damage to the laundry.

**KALAMAZOO, MICH.**—The Southern Michigan Association of Institutional Laundry Managers met on February 13 at which the following officers were elected: Lewis K. Sutton, president;

*Chemicals you live by*

**IF ALL YOUR CUSTOMERS  
WERE EXACTLY ALIKE**

If all soil on clothes were exactly the same . . .

If all water had the same hardness . . .

*Then maybe all laundries could use the same detergents.*

It would be a lot easier for DIAMOND to make just one all-purpose laundry detergent and sell it to every laundry.

But the alkali you use has to establish the perfect balance between the acidity of your customers' clothes, the hardness of your water and the soap you use.

You are offered eleven DIAMOND detergents. But

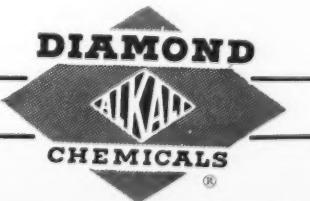
you don't have to test and test and test, checking the results and the cost, until you get the one detergent that is right for your particular washroom conditions. The DIAMOND Technical man will pre-determine the proper material for you. You judge for yourself whether you'll be ahead with DIAMOND laboratory-engineered laundry detergent. How about phoning your DIAMOND distributor now.

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**DIAMOND LAUNDRY DETERGENTS • SOURS • BLUES**

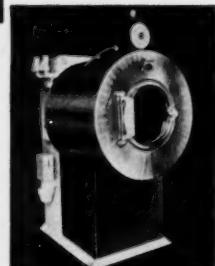
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DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

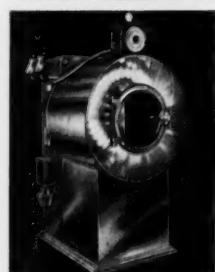


## The New HAMMOND

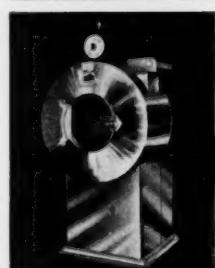
# Dyna-matic



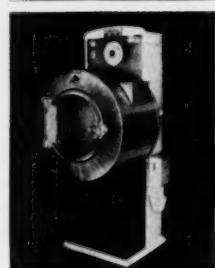
The rugged all Stainless Steel construction makes the "Dyna-matic" Series a tower of strength from top to bottom, yet they perform with the speed and precision of the Midget-Matic.



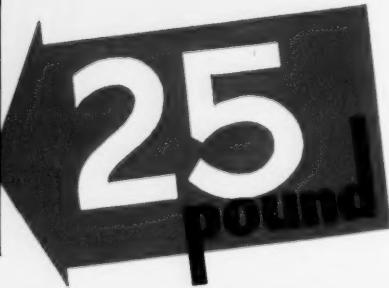
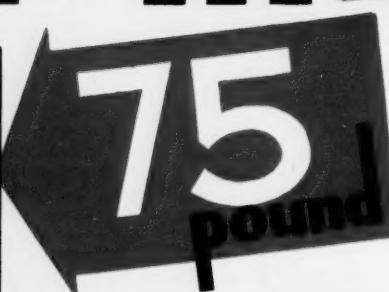
The entire weight of the machine and stress of the drive is supported by the heavy steel structure and not by Tub as in some machines. The "Dyna-matic" Open-End Washers offer every outstanding Hammond feature plus the capacity to meet your demands.



These Automatic Washers are all constructed with every Hammond superior engineering feature. The highly successful automatic controls are simple and trouble-free, yet give you the clocklike precision and consistency necessary to save you time and manpower. (All models available with manual controls.)



**MIDGET-MATIC  
OPEN-END-WASHER**  
The Midget-Matic is designed especially to meet the demand for a small capacity washer with speed and economy, yet heavily constructed to give long and trouble-free service. Standard formula on Midget-Matic really gives you four formulas on one disc—one for normal loads, one for light loads and a long and short cycle for wool runs. The Midget-Matic will greatly streamline your operation.



### SERIES OF AUTOMATIC OPEN-END WASHERS

The new Hammond "Dyna-matic" series plus the Hammond Midget-Matic now give you four outstanding washers. The world-famous patented Hammond Atomic Drive and Reverse system eliminates troublesome reversing motors and switches. Combined with Hammond's modernistic design to give greater strength, compactness, and streamlined performance, keeps Hammond out front as America's foremost designers and manufacturers of Open-End Washers.

See your nearest Hammond Dealer or write for Illustrated Catalog and Prices.

**H-Hammond**

PIONEERS IN PROGRESS  
In the Laundry  
and Cleaning Field Since 1912

1000 Waco, Texas

John Le Zotte, vice-president; Harvey Myers, secretary, and Phil Asher, treasurer.

**CHATAM, ONT., CANADA**—Celebrating its 25th anniversary, the Maple City Laundry has added its third branch on Richmond St.

**KINCARDINE, ONT., CANADA**—Joe M. Yip has opened the Kincardine Laundry Service. He will also have branches at Wingham and Port Elgin.

**WINGHAM, ONT., CANADA**—Plans have been announced to construct a new laundry building at the rear of the Wingham General Hospital.



**FREDONIA, KANS.**—The Fredonia Launderers and Dry Cleaners has been purchased by Virgel and Frances Law.

**VALLEY CENTER, KANS.**—Mr. and Mrs. Robert White sold their laundry business and equipment to Mrs. Floyd Roeder who will conduct the operation at the Valley Center Cleaners, 111 North Park Ave. Mr. and Mrs. White will continue to operate the drycleaning business.

**KANSAS CITY, KANS.**—The Drive-In Laundromat, at 406 North Eighteenth, has been opened by Mr. and Mrs. Jack W. Davis and includes 14 washers, two dryers and an ironer. The laundry has a television viewing room for customers waiting to pick up their laundry.

**CASA GRANDE, ARIZ.**—Mr. and Mrs. R. O. Doster, operators of the Doster Cleaners on Second St., have purchased the Casa Grande Laundry and Dry Cleaners and the Modern Cleaners. The couple will conduct all three businesses at their respective locations.

**SANTA CLARA, CAL.**—Jack Hutchins has filed an application for a permit to erect a building to house a \$20,000 self-service laundry at 1628 Los Padres Boulevard.

**SANTA PAULA, CAL.**—George R. and Eugenia Tidrick have filed notice of intended sale of The Launderette at 107 No. Mill St. to Charles B. and M. Patricia Anderson, Jr.

**ARLINGTON, CAL.**—The Self-Service

Laundry, located at 4358 Pierce Place, has been purchased by Mr. and Mrs. J. C. Griswold. The laundry has been reconditioned and new equipment has been added.

**AUBURN, CAL.**—The Auburn Laundromat has been opened by Mr. and Mrs. Harold Prior at 102 Andrews St. New equipment includes ten automatic washers, a tumbler and an extractor.

**BURBANK, CAL.**—Lee Roy White has filed notice of intended sale of White's Self Service Laundry, 2703 West Bur-

bank Boulevard, to Max Flaxman and Jennie Flaxman.

**SACRAMENTO, CAL.**—Rolly and Virginia Neville have opened the Laundry Basket at Twenty First St. and Second Ave. The building, which formerly housed a doughnut shop, has been completely remodeled, and the laundry will occupy a 1,000-foot working and service area and will be equipped with 20 automatic washers, two dryers and a water softener.

**LANCASTER, CAL.**—Sam Prero has been appointed as manager of the Ante-

**NO-COST  
Trial Offer!**

Find out for yourself how you can get that "just right" finish with

## Staley® Starches

Take a step toward better customer satisfaction . . . take advantage of Staley's generous trial offer! If you aren't absolutely convinced, after using  $\frac{1}{4}$  of our trial drum, that Staley Starch does the best job under all conditions—that Staley Starch saves you time and labor—return the drum and your money will be refunded in full! Try the starch that more and more laundry men are using. Write today for this Staley no-cost trial offer!

### Your Choice of these 2 famous Staley Starches!

#### Staley CAMEO® Laundry Starch      Staley STAPEX® Laundry Starch

Experts acclaim it as the finest 5-oz., non-congealing laundry starch available! It's a Staley exclusive! No re-heating . . . no lost time cleaning up congealed lots . . . no waste! Your customers get the same smooth, soil-resistant starch work . . . you keep costly "do-overs" at a minimum. Get the 250-lb. drum with our No-Cost Trial Offer!

#### Staley STAPEX® Laundry Starch

It's the remarkable 8-oz. Staley Starch made for faster, easier starching! Highly refined . . . non-congealing . . . compounded especially for use in the wash wheel and in automatic starching machines. Flows smooth and even. Use our No-Cost Trial Offer . . . see how STAPEX increases efficiency in your starch room!

—one of the world's largest producers of laundry starches.

**Don't Delay! Send Coupon Today!**

**A. E. Staley Mfg. Co.**  
Decatur, Ill.

Dept. SLJ-3

Gentlemen: I'm interested in your trial offer on laundry starches. Please have your salesman call on me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_



**STALEY**  
**Laundry Starches**  
...for the Finest Finish!

lope Valley Laundry and Dry Cleaners, 619 Avenue I.

**LOS ANGELES, CAL.**—Among the new business establishments to be opened in the shopping center at La Brea Ave. and Rodeo Road is Zink's Automatic Laundry, 5085 Rodeo Road. Gerald E. Zink, proprietor, has installed 25 and 40-pound automatic washers, fluff dryers and a soft water filtering system.

**SAN SABA, TEXAS**—Bubba Walker, proprietor of Walker's Cleaners, has added a steam laundry service.

**NACOGDOCHES, TEXAS**—A fire which started in the rear of the Sanitary

Laundry on Main St. caused an estimated damage of \$75,000 to surrounding business property.

**PHARR, TEXAS**—The D & M Laundry and Dry Cleaners has been awarded a contract from the Harlingen Air Force base for six months—January 1 to June 30, 1953.

**BAIRD, TEXAS**—Flames of unknown origin virtually destroyed the J. T. Loper Laundry, 435 Chestnut St., damaging much of the laundry's equipment.

**JASPER, TEXAS**—L. B. Reynolds, owner and manager of Modern Laundry

and Cleaners and former president of the Jasper Chamber of Commerce, has been named the president of Slumber Gems Manufacturers, Inc., a newly-formed sleeping garment concern.

**EDINBURG, TEXAS**—Ted Hill, former superintendent of the Austin Steam Laundry, has purchased the Edinburg Steam Laundry. The building is being remodeled and new equipment has been ordered.

**NACOGDOCHES, TEXAS**—New equipment, including a large filter and a 60-pound washer, has been installed at the Banita Laundry and Dry Cleaning Co. by co-owners Fred B. Davis and Winford McKewen.

**MIDWEST CITY, OKLA.**—Mr. and Mrs. Elmer Butler have opened Butler's Laundry at 507 N. Air Depot.

**CLINTON, OKLA.**—J. F. Sweet, superintendent of the Clinton Laundry and Dry Cleaners for the past seven years, has assumed ownership and management of Royal Cleaners in Shawnee, Okla.

**MARLOW, OKLA.**—Pete Rigdon, owner of a laundry at 123 North First, has sold the business to Mr. and Mrs. Dwight Blackburn.

**OKLAHOMA CITY, OKLA.**—Superior Help Your Self Laundry, owned by M. E. Douglas and located at 4400 S. Walker, has begun a new promotion by laundering six shirts free of charge each week for a person chosen from the telephone directory.

**PRYOR, OKLA.**—Ray Adair has purchased the Pryor Self Service Laundry at 403 South Mill St. and has changed its name to Adair's Help-Ur-Self Laundry.

**WYNNEWOOD, OKLA.**—Mr. and Mrs. Harold Eckels are the new owners and operators of the Automatic Laundry on S. Commercial, formerly known as Bivins Laundry.

**LAWTON, OKLA.**—The new 24th Street Laundromat Half-Hour Laundry, at 24th and Bell, has been opened, and is equipped with 20 washers and two dryers.

**ROCKY FORD, COLO.**—King Servs U-R Self Laundry, 600 N. 10th, has recently installed new equipment.

**DENVER, COLO.**—The Silver State Laundry has recently opened two new branch offices. Their addresses are 1009 Broadway and 534 18th St. ☐

# SUPER

offers better  
washroom profits

with model 450  
*Super-Trol*  
semi-automatic washer control

with  
model 152  
*Cycle-Trol*  
washer cycle  
controller

Installed at surprisingly low cost on any conventional washer, SUPER-TROL automatically does the "detail work" of washer operation. Accurately maintains water levels and water temperatures. Opens and closes all valves as needed at pre-set time . . . operates washer through cycles . . . signals operator when ready to unload.

Gives you maximum savings on water, electricity, steam and labor.

Write for SUPER-TROL Bulletin ST-1051

OR CALL YOUR NEARBY SUPER REPRESENTATIVE FOR DETAILS AND PRICES!  
JOBBERS IN ALL PRINCIPAL CITIES

A simple, positive, accurate washer control, CYCLE-TROL removes "guesswork" from cycle timing. At a low, low-cost, it prevents overwashes and waste of steam, water and electricity.

Times each operation, opens dump valve, and signals operator when ready for next step.

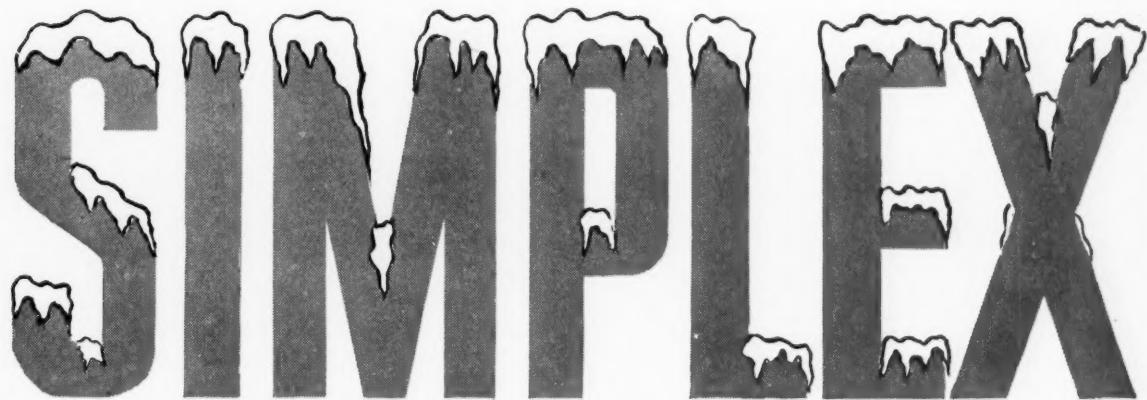
Write for CYCLE-TROL

Bulletin CT-952

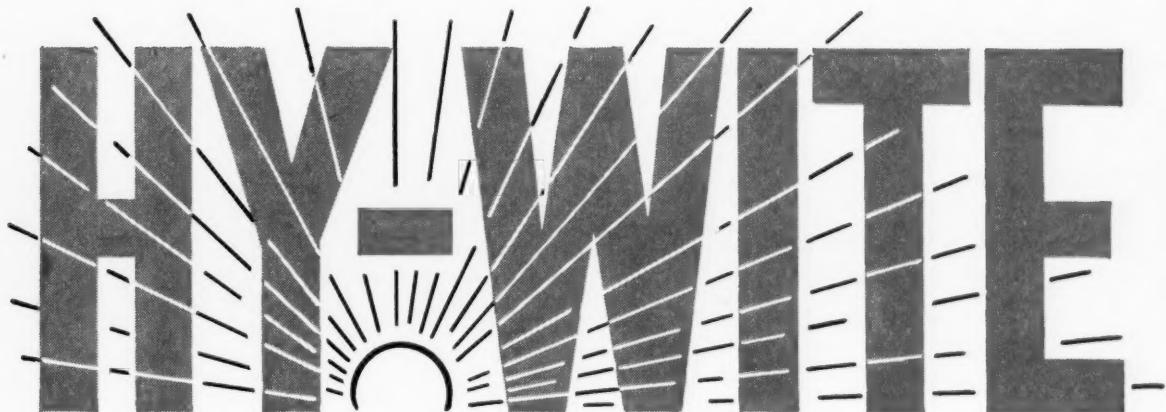


**SUPER LAUNDRY MACHINERY CO.**  
A DIVISION OF ST. JOE MACHINES—"Since 1877"  
ST. JOSEPH, MICHIGAN

**Two Soaps with a Single Purpose! BRIGHTER WHITE WORK**



**...For whiter white work (in low temperature suds.)**



**...For whiter white work (in high temperature suds.)**

Don't gamble with inefficient soap. Imperfect washes often mean bundles returned and customers lost. Economical SIMPLEX and HY-WITE are unmatched for producing brilliant, beautiful, safe washes from every bundle. And when you choose SIMPLEX and HY-WITE you get a complete soap with just the right amount of the proper builder included at a low cost. This means a single product, each particle of which is a complete soap unit. Yes, SIMPLEX and HY-WITE are ready for use right from the barrel...cutting time and

labor to the barest minimum.

If you're looking for whiter washes at lower costs, you owe it to yourself to use SIMPLEX and HY-WITE. Laundries all over the nation are finding they help build better business. You will too.

**Write today for  
full information!**



**H. Kohnstamm & co., inc.**

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- 11-13 E. ILLINOIS ST., CHICAGO 11
- 4735 DISTRICT BLVD., LOS ANGELES 11

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**OF QUALITY LAUNDRY AND CLEANING SUPPLIES**

## South Carolina Group Meets

HIGHLIGHT OF THE SOUTH CAROLINA Association of Launderers and Cleaners annual convention, January 21-22 at Clemson, S. C., was the beginning of a study of new fabrics being produced by various textile firms for use in wearing apparel.

The purpose of the study, according to the association's president, W. B. McWhorter of Spartanburg, is to give the industry a fuller understanding of the structure of new fabrics and, therefore, an insight into better processing methods. Mr. McWhorter said the study would be continued in future sessions of the association.

The first day's session opened at the Clemson House Hotel with a business meeting, officers' reports, and a brief service for deceased members of the association and affiliated groups.

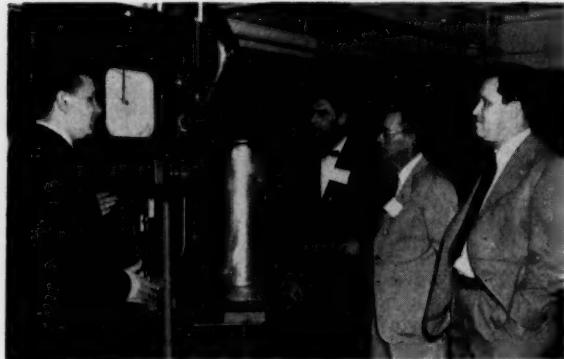
In the afternoon, activities were moved to the textile building at Clemson College, where talks were presented on all phases of cloth manufacture. T. D. Efland, head of the college's knitting department, spoke on knitting styles and the good and bad features of knitted goods.

Other members of the college faculty who spoke were Prof. J. V. Walters on weaving and the use of woven fabrics, and Prof. Joseph Lindsay, Jr., on dyeing, sanitization and mercerization. Then, the members toured the textile building and were lectured on all phases of textile production.

In the evening, a banquet was held in the Clemson House dining room, followed by a dance.

The following day, Dr. S. W. Brainard, technical service manager of laboratory service of the textile fibers department, E. I. du Pont de Nemours Co., addressed the association with regard to the necessary care and cleaning methods that must be used on the new synthetic fibers and materials.

R. N. Foster, Monsanto Chemical Co., spoke on new



Inspecting a dyeing machine at the Clemson College department of textile engineering are (left to right): T. D. Efland, head of the college's knitting department; W. Elbert Jones, Woodruff, S. C.; R. B. Thomasson, Greenville, S. C., and W. B. McWhorter, Spartanburg, association president

and special finishes which are now being produced by textile manufacturers, with emphasis upon care of these finishes while they are undergoing laundering and cleaning processes.

The delegates then toured Excelsior Mills at Pendleton, S. C., to see synthetic materials under actual production conditions.

President McWhorter and officers for 1953 were elected previously at a November special business meeting of the association in Columbia, S. C. The officers include Dan S. Hollis Jr., Rock Hill, vice-president; Al Cohen, Columbia, treasurer, and James M. Smith, Anderson, sergeant-at-arms. Charles Stork of Columbia is immediate past president.

## New Jersey Meeting Streamlined

STRESSING INCREASED QUALITY as one of the ways to garner a greater volume of laundry and dry-cleaning, the one-day convention of the New Jersey Laundry and Cleaning Institute held on February 12 at the Essex House, Newark, N. J., was jam-packed with a series of talks designed to assist plantowners in achieving this goal.

The 150 delegates who attended the meeting received technical, sales-building and inspirational advice on a variety of subjects from a number of the industry's outstanding leaders.

At the morning session, following the showing of the film, "Joe Turner—American," the Institute's president, Amedeo Gaburo, turned the gavel over to A. John Plonski, Columbia Laundry, Newark, who presided. The first speaker was Louis W. Haviland of the Morey La-Rue Laundry Co., Elizabeth, whose talk was entitled, "Attention to Quality in 1953 Will Restore Public Confidence and Boost Sales." He emphasized that quality is a very important factor in getting the laundry now being done in the home.

Andrew F. Evans, Blakely Laundry Co., Trenton, then spoke on "Quality Standards for Flat Work," and urged the members to make full use of the Institute's

Quality Standards Ratings. A report on the "Result of Shirt Quality Standards Application During the Past Twelve Months" was made by Ralph B. Smith, director of the Institute's department of chemical engineering, who stated that shirt volume had risen during the past year and attributed this to increased quality.

Following was an eye-opening presentation, "Safety Saves Dollars and Man Hours," by A. M. Baltzer, director of the small business and association program of the National Safety Council's industrial department. He described how many companies and industries have cut down on accidents, thereby reducing insurance rates. He urged close cooperation with insurance firms in order to help achieve these results. Concluding the morning's program was W. B. Austin, chairman of the board of trustees of the Institute's group insurance fund, whose talk on "Protection For Practically Nothing" described how complete group insurance coverage could be obtained at nominal cost.

At luncheon, the guests heard a stimulating address by Martin B. Romeiser, president of the American Institute of Laundering. He invited state associations and their members to make full use of the AIL's facilities and services and announced that the AIL's study on

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## MOTHPROOFING for Washable Woolens

means more laundry specialties  
plus increased laundry sales!

### FUMOL has prepared for YOU FREE SALES AID CAMPAIGN

- NEWSPAPER MAT ADS
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- BUNDLE STICKERS
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and more... YOURS FREE!

### COSTS YOU NOTHING TO GET THE FACTS!

DON'T WAIT! Get the facts on FUMOL EQ-53 before your competition—and you'll get the jump on sales! Mail coupon today for complete details. No Cost! No Obligation! ACT NOW!

# FUMOL.

VAN DAM STREET and BORDEN AVENUE, LONG ISLAND CITY, NEW YORK

NEVER BEFORE IN LAUNDRY HISTORY! New FUMOL EQ-53 is the first and only mothproofing process for washable woolens ever to be tested and approved by the United States Government, Dept. of Agriculture.

FUMOL EQ-53 is easy to use. Goes into the first rinse water. That's all you do. Gives fast, safe, dependable moth protection for months... or until the next washing.

The Government is releasing a sensational campaign for EQ-53. All America will learn about it in leading MAGAZINES, NEWSPAPERS, and on TELEVISION and RADIO.

**GET THE FACTS TODAY!**

**FUMOL CORP., Dept., SL-1**  
Van Dam Street and Borden Avenue, L.I.C., NEW YORK  
Please rush complete details on FUMOL EQ-53 MOTHPROOFING for  
laundries and FREE SALES AIDS CAMPAIGN. This places me under  
no obligation.

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FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

JOBBER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_





New Jersey officers, left to right: Arthur E. Gelnaw, vice-president; Amedeo Gaburo, president; Harold C. Buckelew, executive secretary

laundry packaging would soon be made available. Mr. Romeiser also extended a cordial invitation for all members to attend the AIL convention in Los Angeles this fall.

At the afternoon session, presided over by Vice-President Arthur E. Gelnaw, the lead-off speaker was Harold Howe, AIL's Washington representative, who told the delegates "What's cookin' in Washington." In his inimitable style, Mr. Howe described how the new administration hoped to call a halt to the excessive waste and spending of the outgoing Democrats. He also revealed growing sentiment for stand-by price and wage control legislation after present controls are allowed to expire.

"The Non-magic Formula" was the title of the next talk by G. Herbert Koch of The Allen Laundry, Allentown, Pa. He claimed that there is no secret to success, but that the planning and carrying-out of an effective sales and production program is the answer to greater volume and profits. He described, with the aid of numerous visual presentations, the functions of his organization and dwelled at length on his firm's bonus systems and contests.

"The Techniques of Chain Store Operation" were then discussed by Bernard R. Siegel of Bond Cleaners, Inc., Irvington, who stated that the drive-in operation was becoming increasingly important in the industry. Following was a talk by Robert Mazlish, Rite Way Laundry Co., Brooklyn, N. Y., entitled, "1953—The Sport Shirt Year If You Know How To Do a Quality Job." He stressed that greater care must be given to the laundering of sport shirts, especially those made of the new synthetic fabrics, if they are to be gotten out of the home. He also urged uniform labeling of the new fabrics by textile manufacturers.

The one-day program wound up with an interesting young men's round table whose subject was "What is the Future of the Laundry-Drycleaning Industry?" Moderated by Philip L. Lewis, director of the Institute's department of industrial engineering, the panelists included Lester A. Cole, Sweet Kleen Laundry, Summit; Richard L. Corby, Jr., Corby's Enterprise Laundry, Summit; William L. George, Jay Laundry, Plainfield; Arthur Hirsch, Leonard Dry Cleaning & Laundry Co., Elizabeth; Paul H. Plough, Jr., Blakely Laundry Co., Trenton, and James Sogorka, White Laundry, Passaic. —Gerald Whitman

## Louisiana Convention Well Attended

**EMPHASIS ON GREATER EFFICIENCY** and public relations was brought home to some 350 representatives of laundries and drycleaning plants throughout Louisiana who met in Alexandria, January 24-25, for the annual convention of the Louisiana Laundry and Cleaners Association.

Immediate past president Don Weil, of Monroe, presided over the convention, assisted by Earl Rush, of Alexandria, who served as program chairman.

Six outstanding speakers were included on the program in addition to the officers and members of the association who addressed the group. John P. Gray, district manager of the American Disinfecting Company, Sedalia, Mo., opened the business meetings with an address on "Getting Production Without Ulcers."

The closing address for the first day of the convention was made by J. B. Heinen, Jr., of the Al Tash Dye Works, Grand Prairie, Texas, who spoke on "Principles Of Digesting."

The second day of the convention opened with the president's message from Don Weil. H. S. Needham of Procter and Gamble addressed the group with a talk entitled, "Planned Public Relations Will Increase Business," and Russell Rose of the American Institute of Laundering spoke on "Employee-Employer Relationships."

The morning session was concluded with an address by George P. Fulton of the National Institute of Cleaning and Dyeing on "N.I.C.D.'s Research on Cleaning in a Charged System."

The delegates also viewed a film presented by the Procter and Gamble Company.

Climaxing the convention was the election of officers for 1953 which included Calvin J. Weiser, New Orleans, president; J. D. Taylor, Winnfield, vice-president; Travis Taylor, Minden, secretary-treasurer, and Nathan Cohn, New Orleans, sergeant-at-arms.

Following the election of officers the convention closed with a philosophical talk by Boyce House, of Fort Worth, Texas, a noted newspaper humorist and author.



Shown, left to right, at the Louisiana convention are: J. D. Taylor, Winnfield, vice-president; Nathan Cohn, New Orleans, sergeant-at-arms; Earl Rush, Alexandria, program chairman; Mrs. Vernie Sudwischer, Crowley; Calvin J. Weiser, New Orleans, president; and Don Weil, Monroe, past president. Not shown is Travis Taylor of Minden who was named secretary-treasurer



## All business is specialized

*...and nothing specializes on your business like your business paper*

Here's a smart business man. He spends his time where every sitzmark parks a prospect at his feet. It's simple sense: He *specializes* . . . and it *pays*!

Your business is specialized, too . . . and so is your business paper. The time you spend with it *pays* . . . for its editors are experts in your specialty. They scout the field . . . report what's good that's new . . . find ideas that worked . . . suggest methods to keep you a leap ahead of competition.

The ad pages are as specialized as the editing. They, too, tend strictly to business . . . your business. They bring you data on new products, new materials . . . gather in one place a raft of ideas on where-to-buy-what, or how to make (or save) a dollar.

That's help you can't find concentrated into such quick reading time *anywhere else*! It's help that puts many a man out front in his field, as a specialist who knows what's what today . . . sees what's coming tomorrow. It's simple sense to read every page, every issue.

---

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

## Special facts for special laundryowners

For the progressive laundryowner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

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FIRST IN THE LAUNDRY INDUSTRY SINCE 1894

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## Cleaning Section



# N. I. C. D. Convention Has Near-Record Turnout

**Meetings, exhibits, entertainment arouse high peak of enthusiasm**

By BILL PALMER

A NEW HIGH of interest and enthusiasm was reached at the 44th annual convention of the National Institute of Cleaning and Dyeing in Cleveland, February 13-15, with total paid attendance running nearly double that of previous years and with advance registrations triple those of previous meetings.

The total attendance at the exhibit hall was well over 10,000, second only to the peak attained at Chicago. Practically every exhibitor had something new to show, either completely new or improvements in a former model. Many of the new items had been developed over the past year, but here was the first good chance the cleaners had to see and compare.

Practically all convention sessions at the Hotel Statler were attended by upwards of a thousand people. The group-discussion meetings at the exhibit hall included up to 300 persons at times, and the demand for seats at the annual banquet greatly exceeded the supply.

A relatively new type of programming was tried at this convention. On each of the three days the official part of the program was presented in the morning at the

Hotel Statler. Each morning's program included a panel of from two to five persons, discussing various phases of specified subjects. Friday's panel covered trends in the drycleaning industry; Saturday's panel was on sales subjects, and Sunday's group explored the "charged system" of drycleaning.

Although the charge systems and the two-bath method of using higher soap concentrations aren't exactly new, interest in them dominated the convention. The exhibit was heavily weighted in that direction with practically all the soap houses presenting "charge soaps" and with washer-extractors and the extractor rinse liberally sprinkled about the hall. Conversation in the halls and booths, company rooms and bars inevitably included claims of what these methods of cleaning were or were not capable of doing for the plantowner.

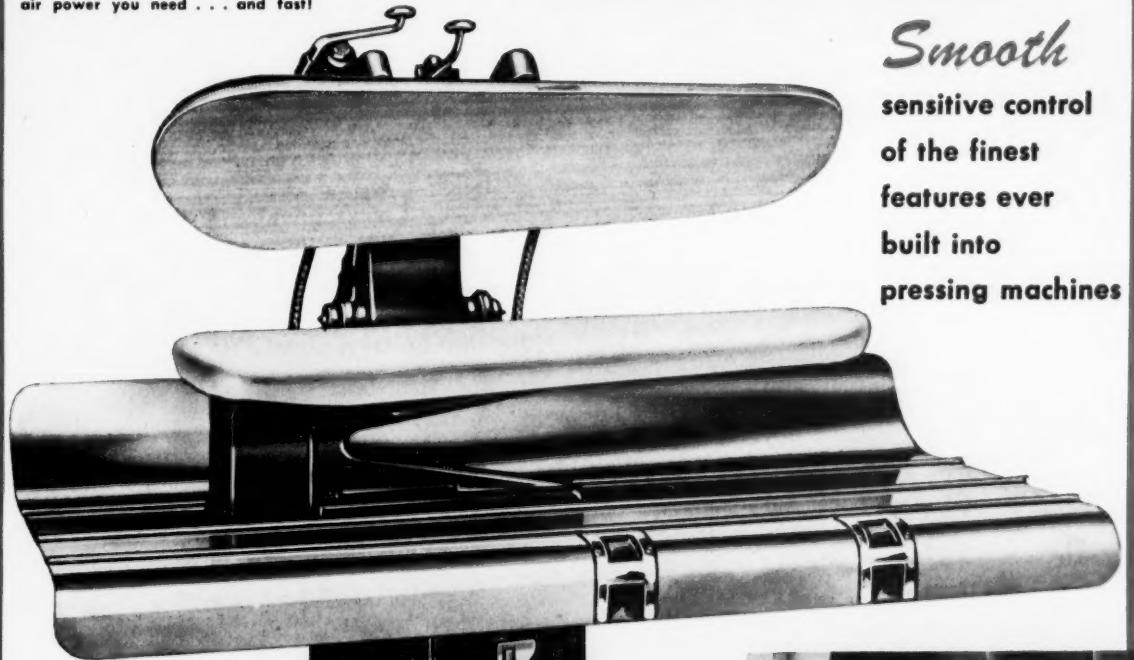
The convention opened on Thursday evening, February 12, with a get-together dance and party at the Statler. Friday's opening session, after the usual formalities and introduction of the board of directors, got down to business with President Willard Cannan's de-



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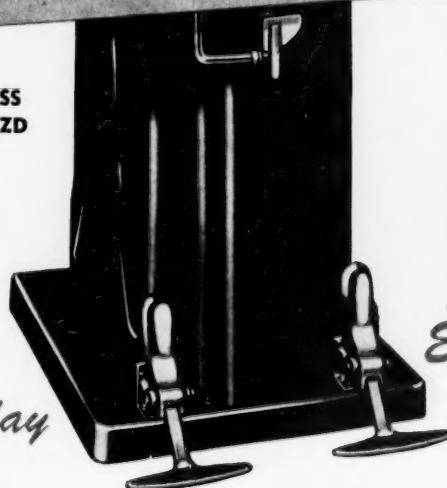
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Sales, Service and Parts in Principal Cities



Drop fobs made by  
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Style show finale included synthetics and synthetic blends in many combinations

scription of a "day at the Institute" during one of his frequent visits. It presented an interesting cross-section of NICD's services and facilities.

The headline speaker at this session was Merryl S. Rukeyser, nationally-known lecturer, broadcaster, columnist and business consultant. His message was restrained prophecy that small business will operate under more helpful conditions with the change in administration. Mr. Rukeyser feels that the present letup in boom conditions is practically over and that business will accelerate during the balance of the year.

The first panel to appear followed Mr. Rukeyser. Its members were five editors or representatives of the industry's business press, who followed the pattern set by the feature speaker when they discussed trends in the industry. The panel speakers were Ken Thomas, *American Drycleaner*, on "promotion;" Ben F. March, *Cleaning and Laundry World*, on "consumer acceptance;" Thomas Watson, *Cleaning and Laundry News*, on "production;" Hil F. Best, *The Guide*, on "productive labor," and W. R. Palmer, *National Cleaner & Dyer*, on "distribution."

A full evening's production with dramatic highlights

was given Friday night, produced and directed by Dr. Dorothy S. Lyle, director of NICD's consumer relations, and Albert E. Johnson, director of trade relations. It was entitled, "Is the drycleaning industry being washed away?" and referred to the threat of the synthetic fabrics appearing on the market.

#### **Customer relations need improving**

The consensus of the authorized statements, plus the discussion developed on the stage, was that the biggest threat to the industry was a bad customer relationship that made washable suits seem like a good prospect to customers. To combat this a public relations program, plus improved quality, service and handling of marginal garments would be necessary.

Saturday morning's session featured a sales and management consultant, Jay Archer Kiss of Chicago, who told his drycleaner audience they were much too reticent in describing their services to customers. We let the emphasis rest too much on the little bit we do wrong, he said, instead of the great deal we do right.

The panel this day was on selling, with Harold Bender of Swiss Cleaners, Indianapolis, covering the subject



Packed house for synthetic symposium and style show was close to 1500

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To The Demand for a  
Perfected Detergent for the*

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SYSTEM OF CLEANING**

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REE-TEX is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtral or other purifying powder.

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**REE-TEX** works the same with petroleum or chlorinated solvents.

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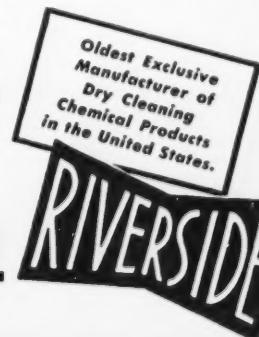
**REE-TEX** is non-rancid and cannot leave an objectionable odor.

**REE-TEX** which is left in garments improves the body, feel, finish and color of fabrics to an extraordinary degree.

**REE-TEX** cleaning will please your customers.

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which supplies further information and simple instructions for using REE-TEX.



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Formal panels in the mornings were followed up with informal question and answer periods in the afternoons

of route building, and Henri Foussard, Model Launderers and Cleaners, St. Paul, Minnesota, describing his plant's "balanced sales program." Both men, dynamic speakers, presented very positive programs that stimulated the quiz session to run overtime.

The final speaker at this Saturday session was Charles W. Brown, of the Institute's engineering department, who presented its new training film on trouser finishing. This film shows all lays made slowly, with full descriptions, then repeats the process at normal rate of speed to drive it home.

#### Charged system discussed

The largest and most intent daytime audience attended the Sunday morning session featuring the discussion of the charged system by George P. Fulton, director of research at the Institute. The highlight of Mr. Fulton's talk was the promise of greater moisture control soon to be made possible by a device measuring vapor pressure in the solvent.

His talk was followed by the panel discussion of their experiences by four drycleaners who have worked with the charged system for up to four years. On the petroleum solvent side were Del Olmstead of the Teasdale Cleaners in Cincinnati, and Fred Cramer, Cramer's Master Cleaners, Elgin, Illinois. Experience in the synthetic solvent field was covered by Ralph Ackerman of

Klean Rite Cleaners, Peoria, Illinois, and John Brittain, Park Cleaners, Monterey Park, California. The consensus was that all are quite happy with the charge system, that it needs careful control, and that it won't solve *all* your problems.

The speaker in the toughest spot at the convention was W. Clay Hardin, chief analyst at the Institute, who had to change the subject after the session on the charged system. He came through nobly with colored slides illustrating problems that continue to flood the Silver Spring laboratory, in spite of complete Institute bulletins on the subjects dating back two or three years. Chief among the problems were various types of tafetas, including the paperized taffetas.

Appreciative association members reelected for a second year Willard M. Cannan, Toledo, Ohio, as president, and Henry B. Benoit of Charlotte, North Carolina, as vice-president. With ex-president T. E. Milholland of Dallas, Texas, these men continue as the executive committee. Four new directors were also chosen: Theodore E. Bowers of Lynn, Massachusetts, in District 1; William J. Beckler of Rochester, N. Y., in District 3; George J. Rider of Burlington, Wisconsin, in District 5, and P. M. (Tod) Rauen of Minneapolis, in District 6.

#### NICD's name changed

The many drycleaners who have had difficulty remembering the change in name given the national association a few years ago are going to get a break. The association changed its name again at the Cleveland convention to one that's more easily remembered. It is now the "National Institute of Drycleaning." The change in name is part of a reorganization that finds the Institute now incorporated in the State of Maryland, instead of in Missouri, as it has been since its inception.

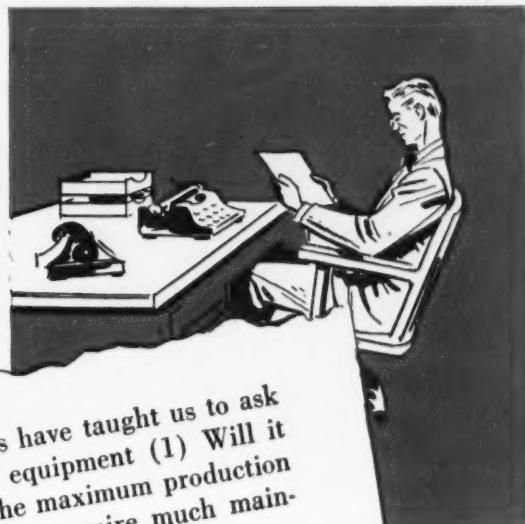
Another step was to change the job of secretary-treasurer from an elective to an appointive position. In common with many other trade associations it has been found more advisable to have that office filled by a man at association headquarters so as to be right on tap. It was therefore decided to combine the duties of the managing executive with secretary-treasurer. Hence, Norbert J. Berg's official title now is "general manager and secretary-treasurer."

Ernest S. Walker, routeman for BeeBee Cleaners of Sturgis, Michigan, was the winner of the \$1,000 prize offered by the Institute for the best slogan for the dry-cleaning industry. The slogan chosen was "The Cleaner Is Your Clothes' Best Friend." Out of the 1,249 entries in the slogan contest, about a dozen submitted practically the same slogan. Mr. Walker was named the contest winner because the envelope bearing his entry was postmarked earlier than any of the similar entries. It was *that* close. □□



Secretaries of state and local associations met to lay foundation for permanent secretaries' organization

*"We bought a  
DRYCLEANING  
FUTURE — when we  
bought HOFFMAN  
Equipment"*\*



"Twenty five years in the laundry business have taught us to ask the following questions when purchasing equipment to produce a quality job? (2) Will it give the maximum production in the least amount of space? (3) Will it require much maintenance? (4) How much does it cost?

"Our vast laundry clientele required dry cleaning service and it became our ambition to establish a better than average cleaning operation. Without soliciting the aid of any salesmen we set out to learn for ourselves the various methods of dry cleaning throughout the country.

"Three months later, after visiting over 100 dry cleaning plants, we had a much better picture of the situation and were in a good position to answer our 4 machinery questions. We bought Hoffman equipment for our entire dry cleaning department because (1) it is cheapest to operate from the maintenance angle (2) we are able to utilize all female operators on a rapid piece work basis (3) the pressing produced is top quality (4) our dollar return from every foot of floor space is . . . greater than our laundry operation (5) because of the previous four reasons and the fact that there is a negligible amount of wear and tear . . . the purchase price seems ridiculously low.

"We bought a dry cleaning future when we bought Hoffman equipment."

\*Actual letter In Our File —  
Name of Plantowner on Request.

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Attendance plus attention summed up the reaction to the Chicago convention business sessions

## Rug Cleaners Score Hit In Chicago

**Eighth annual NIRC convention  
applauded as best meeting ever**

By PHIL GREENE

A RECORD ATTENDANCE of 500 rug cleaners, their wives, and allied tradesmen at the eighth annual convention of the National Institute of Rug Cleaning, held at the Sherman Hotel in Chicago, January 17-19, was treated to a program chock full of fine speakers and attention-holding subjects.

The meeting broke records right down the line. More rug cleaners attended, more allied tradesmen exhibited, and more important strides were taken by the Institute than ever before. The survey reports and the action taken on national advertising and promotion alone would have made the convention an outstanding success. Add to these the list of outstanding speakers who had something to say, the cocktail parties and banquet, the hospitality of the Chicago rug cleaners, and you have a convention that no rug cleaner could afford to miss.

The first session opened with Gus Draffkorn and Jack Nahigian, as co-chairmen of the Convention Committee, presiding. After President Bill Ayers welcomed the delegates, Dr. Preston Bradley, pastor of the Peoples Church, Chicago, was introduced. Dr. Bradley keynoted the first NIRC convention in Chicago eight years ago, and was fittingly asked to appear on the program again.

He discussed the theory of relativity, and how it applies to the rug cleaning business and to business in general. In its business interpretation, relativity means cooperation. He said, "No business can succeed alone. And unless you are a part of the community and the civic life in which your business is located, you are not meeting your full responsibility and your full obligations." He went on to say that rug cleaners have excellent business reasons for strong participation in community life. "Responsibility to your community

means a better community, and a better community means more rugs."

### Lewyt promotion announced

Then Bill Ayers announced one of the most exciting promotional developments yet to hit the rug cleaning industry. As a result of an NIRC endorsement of the Lewyt vacuum cleaner, the Lewyt Corporation is going to feature the National Institute of Rug Cleaning in its national magazine advertising, which includes half and full-pages in 16 of America's largest magazines; in its newspaper advertising which amounts to roughly \$2,000,000 annually; in radio and television scripts; in its display program, and in several important trade papers. These media will not only feature NIRC, but



Bill Ayers, right, presents testimonial to Cecil Treadway in recognition of his past contributions to NIRC. Gus Draffkorn, co-chairman of the convention committee, was similarly honored.

**R-X**

**CHEMICAL BULLETIN  
(DRYCLEANING SECTION)**

**SPOTTERS**

Therefore, R-X, the all-purpose, three-way spotter, is recommended as the ONE product which will remove more spots safely in the drycleaning room, the spotting department or wetcleaning department, than any other in the market.

Used either as a wet or dry spotter, R-X effectively removes spots and stains . . . paints, tar, grease, mineral and vegetable oils, oxidized oil stains and marking ink . . . safely and quickly without damage to colors or fabrics. After R-X has accomplished its work, it can be flushed from the garment with either dry solvent or with water.

R-X on the spotting board is the handiest of all spotters. It loosens and dissolves soil easily and quickly. On the wetcleaning table, used alone as a spotter or used in conjunction with soap it is equally effective. R-X is also recommended for laundry spotting.

R-X requires no special handling, no special technique, no in-training period before using . . . It's safe in anyone's hands.

**THE SPOTTER THAT  
REALLY GETS OUT . . .**

# SPOTS

**APPROVED BY CHEMISTS  
• PRAISED BY SPOTTERS  
FROM COAST TO COAST**

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**SHELLAC • TAR**  
**PAINT • GREASE**  
**ROAD OIL**  
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**THERE'S A CALED PRODUCT  
FOR EVERY DRYCLEANING OPERATION**

**CALED**  
**PRODUCTS CO., INC.**  
**BRENTWOOD, MARYLAND**



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BY DAVID G. KAPLAN

For Editor, The NATIONAL CLEANER & DYER

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Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

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Officers and directors, left to right, top: John A. Baker, Sam Arenson, Gus Draffkorn, Folke S. Carlson, F. E. Howell, Sr., William S. Ingersoll, Richard M. Powell, Bill Ayers. Above: John A. Leavitt, Paul B. Williams, John V. Devane, A. J. Emmanuel, Henry C. Hartenbach, Jr., Harold H. Eigensee, Lincoln A. Fraser, John K. Jerrehian

will hammer home the NIRC message that rugs should be professionally cleaned at least once a year.

#### **Survey report**

The last speaker of the afternoon was NIRC Vice-President Harold Eigensee, chairman of the Survey Committee. When the survey idea was discussed in Washington last summer, it was hoped that the surveys would provide a wealth of marketing information for rug cleaners. That hope has been more than justified by the results which Mr. Eigensee revealed.

In the rug cleaner survey, which received about 5,000 replies, it was very obvious that there is a great deal of room for improvement in rug cleaner-retailer relations. Two-thirds of the respondents had never even contacted their local retailers. In the retailer survey, many, many retailers stated that they "do not pay any attention to rug cleaning." Many more had derogatory comments to make. Nevertheless, 76 percent stated that they do recommend rug cleaners to their customers, 80 percent stated that they have used rug cleaning services, and 86 percent were pleased with these services. In answer to the question of whether or not they think cleaning lengthens or shortens the life of a carpet, 151 retailers replied that they think cleaning lengthens the life, and 75 thought that it shortens it.

In the manufacturer survey, which Dick Powell, executive secretary of the NIRC, compiled, Mr. Eigensee called particular attention to suggestions made by manufacturers as to how rug cleaners might improve their services. Some of them were: pre-treatment of stains, control of shrinkage and elongation; learn

proper cleaning methods from NIRC and carry them out in the plant; cleaner should take full responsibility for a service job without involving the manufacturer; education of the public as to what constitutes manufacturing defects as against normal wear and tear; use no alkali.

The consumer survey was very interesting. When asked if they had ever used the service, 68½ percent of those interviewed stated that they had at one time or another. Of those answering no, 60 percent used home cleaning methods. When asked their overall impression of the service, 2,595 said that they were pleased, 425 were not, and 321 had no comment. Shrinkage and "took life out of rugs" were by far the most common complaints. The conclusion was obvious that customers are clamoring for better sizing and stretching of rugs.

#### **Sunday afternoon session**

Following a short film, the Sunday afternoon session got under way promptly at 2:00. The first speaker was NIRC Executive Secretary Richard M. Powell. Mr. Powell reported to the membership on the activities and accomplishments of the Institute during 1952, and spoke of plans for 1953. A number of color slides taken at Silver Spring showed the audience how impressive the NIRC headquarters are.

Then one of the touchiest problems facing the industry, cleaning of cotton floor coverings, was aired by NIRC research head Col. J. W. Rice. Col. Rice predicted that cotton rugs and wall-to-wall installations are definitely on the upswing, and that rug cleaners must learn how to clean them. He explained the chemical factors that cause browning in cotton carpeting; showed why it is often necessary to brush cottons in four directions because of the fiber's lack of resiliency; recommended at least three rinsings and alkali neutralization by a mild acid such as a laundry sour; explained the different weaves in common use and why one shrinks and the other stretches; discussed the technique of washing cottons with a modified laundry procedure; and the efficiency of various detergents. Helpful technical bulletins on the subject will be forthcoming from NIRC this year, the Colonel said.

An outstanding panel discussion followed. Bill Ayers



Panel included, left to right: Marshall P. Mercer, Howard J. Billings, D. Lloyd Mathieson, Francis Leavitt, and Moderator Bill Ayers



Chicago group posed during cocktail party

served as moderator, and members were Marshall Merer, Richmond, Va., Howard J. Billings, Syracuse, N. Y.; Lloyd Mathieson, Harrisburg, Pa., and Mrs. Frances Leavitt, Hartford, Conn. Many of the questions were rehearsed, and were selected as those asked most commonly by NIRC members during the last two years.

Some of the questions discussed were spotting, furniture cleaning as a sideline, increasing dryroom production, color bleeding, group insurance, incentives, the standard accounting system, storage, legal liability, trade-ins and retail sales of new and used carpeting, summer rugs, inclusion of small operators in the Institute, materials handling, and several others.

#### Outside speakers heard

At the evening session, delegates heard three speakers from outside the industry. The first, John W. Mock, sales and management consultant, delivered an address on "Selling in Today's Market." He told the rug cleaners that they must counteract the negative opinions that so many consumers and retailers have toward the rug cleaning industry. People don't talk much about the things they like, but they talk a great deal about what they don't like. Salesmanship, he said, is making people thirsty for your services by telling them what you can do for them; not what your plant is, particularly, not what you use, not your methods, but what you can do for them.

The next speaker was George A. Orndorff of the Sheldon-Claire Company, who spoke on "Your Toughest Customer." This customer is your employee, Mr. Orndorff said, and he is much harder to sell on your business than the housewife. "There is probably no dollar in business that produces so little in return as the manpower dollar. . . . A better return on that manpower dollar means a better return on every single other dollar in the business."

To get this better return, you must try to give your employees what they want. Mr. Orndorff said that your employee wants a good job, not necessarily a rug cleaning job. And money is far from the most important factor here. More important is the craving to be appreciated, the feeling of importance. Mr. Orndorff stressed that the little things, the small extra services, are what make sales. Unless employees have a feeling of responsibility toward your business, they will not provide these "little things" for your customers.

The evening session concluded with an address, "America's Problems and Yours," by DeLoss Walker, noted traveler, writer, and lecturer. Mr. Walker said that our freedom, more than any other factor, has made our country what it is. To keep this freedom, rug cleaners and other business men must be willing to meet the challenges that constantly confront them, to take chances, to get out of the rut.

The Monday morning session opened with an entertaining skit put on by members of the Illinois Bell Telephone Company titled, "Is your firm Guilty of Poor Telephone Public Relations?"

Following this, Henry C. Hartenbach, Jr., St. Louis, and a long-time supporter of the NIRC, spoke on "The Necessity for an Industry Cooperative Effort Program." Mr. Hartenbach spoke of the great strides that the NIRC has made since its first convention eight years ago, and why the rug cleaning industry, unlike the laundry and drycleaning industries, must have a national advertising program. Launderers and cleaners see their customers every week or twice a month; rug cleaners are lucky if they see theirs once a year. It is important that people have rugs cleaned, he said. Rug cleaners have as much to offer the public as any other product or service, but rug cleaners are not out talking about it. He stressed that the industry's progress will be very slow indeed if a concerted, unified effort is not made now.

Then John N. Moninger of the American Meat Institute told about the job that his association has done, the problems they had to overcome, and what they learned about the American consumer. He stressed the value of surveys, and warned the rug cleaners not to expect too much in the way of immediate returns from their advertising and promotion programs.

The last speaker was G. W. "Bill" Boyd, sales manager, Sanitone Div. of Emery Industries. Mr. Boyd spoke of the power of advertising, why rug cleaners must improve their technology, reminded the delegates of the importance of the seemingly small factors in providing a service, and urged them to back up any national advertising or promotion with strong local efforts.

#### Annual business meeting

On Monday afternoon the annual business meeting was held. The principal subject for discussion was advertising and promotion, and what the Institute is going to do about it. Bill Gage of Austin Magikist Rug Cleaners spoke for advertising, and Harry Gross, Lincoln Rug Company, Newark, spoke for promotion. The discussion then moved to the floor. Both programs had their strong backers. After considerable discussion, Bob Duffy of Duffy's, New York, proposed that each member contribute three dollars weekly—two thirds to be spent for national advertising and one third for national promotion.

All officers were re-elected for a second term: Bill Ayers, Covington, Va., president; Harold Eigensee, Columbus, Ohio, vice-president; Paul Williams, New York, treasurer, Dick Powell, Silver Spring, Md., executive secretary; and Jack Leavitt, Hartford, Conn., chairman of the board. Several new members were elected to the board of directors. As the board stands now, directors are: District 1, Lincoln A. Fraser, Roxbury, Mass.; District 2, John V. Devane, Newark, N. J.; District 3, John K. Jerrehian, Philadelphia, Pa.; District 4, William S. Ingersoll, Pittsburgh, Pa.; District 5, George P. Bergmann, Washington, D. C.; District 6, John A. Baker, Miami, Fla.; District 7, August Draffkorn, Chicago, Ill.; District 8, Henry C. Hartenbach, Jr., St. Louis, Mo.; District 9, Sam Arenson, St. Paul, Minn.; District 10, Folke S. Carlson, Kansas City, Mo.; District 11, F. E. Howell, Sr., Dallas, Texas; District 12, A. J. Emmanuel, Seattle, Wash.

The 1954 convention is to be held in Miami, Florida, at a date to be announced. A post-convention trip to Havana is being arranged. □□

**no push-button  
fumbling**

**with ACECO Air-Driven Dry Cleaning Presses**

Models M-8 Mushroom (below) and U-42 Utility (right) ACECO Air-Driven Presses at French Laundry & Dry Cleaners, Anaheim, California.



\* Controls of the ACECO Air-Driven Press are right where you want them . . . on the head. There's no change in work habits for operators accustomed to foot-power presses . . . no push-buttons to fumble for beneath overhanging portions of garments. Just touch the convenient bar-handle control and the head quickly lowers into pressure.

Behind the bar-handle control is a double-handle steam control, which makes it possible to start steaming from the head while it is being lowered. Steaming from both head and buck is faster because ACECO's steam flow is more direct than on any other dry cleaning press.

After the head is sealed, a treadle control applies the high pressure needed for certain garments. *The head cannot be lowered accidentally if operator steps on this treadle while head is up.*

In every plant where the ACECO Press is now in use, production has increased, quality has improved and finishing costs have been reduced. Experienced pressmen go for ACECO in a big way . . . beginners find it easy to "catch on" . . . any girl can operate it.

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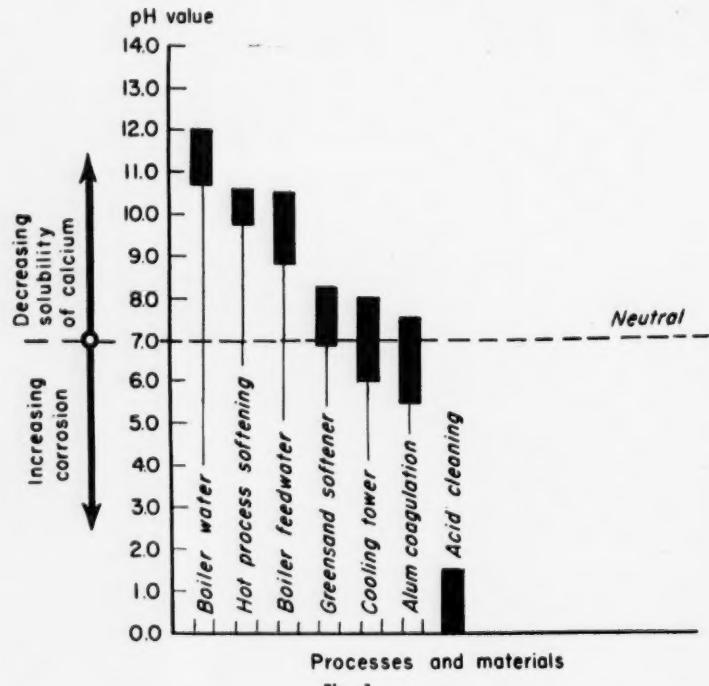


## Engineering Section

# Getting The Most Out Of pH

By JOSEPH C. McCABE

*Engineering Editor*



NO GOOD PLANT OPERATING MAN would ever knowingly turn his back on any shortcuts to easier maintenance and smoother equipment operation. Yet that's often the case when it comes to pH. Too many practical powerplant men deliberately shy away from using one of the most helpful water treatment tools in the business. If you try to pin them down as to why, they'll say it's a chemist's term and belongs in the laboratory.

Yet these same men know that voltage and current readings, pressure and temperature are part and parcel of good operation. Over the years they have found out first-hand that the information these readings give can point out possible trouble points and explain breakdowns. Apparently they don't realize that the little factor of pH can do the same job for water.

### pH at work

Maybe they have to be shown. There are any number of proofs. For instance, the pH value often serves as the control factor for powerplant or industrial-water treatment (see Fig. 1). Generally, you will find that corrosion speeds up as pH decreases. On the other hand, calcium, one of your boiler water hardness factors, becomes less soluble as pH increases.

Right off the bat you will see how this information can be put in boiler water. Get the pH up (usually a value of 10.5 to 12.0 is considered best) and you'll avoid

corrosion troubles while, at the same time, unwanted calcium drops out of solution. One reason for controlling pH between 10.5 and 12.0 is to enable this calcium to come out as an insoluble sludge so blowdown can take it out of the drum. Too high a pH, and the scale becomes hard, sticks to metal parts. Usually recommended water-treatment materials (see Fig. 2) bring boiler water within proper pH range. Too much or too little will miss the mark.

In plants using hot-process softeners to remove calcium and magnesium, a pH of about 9.8 to 10.5 gives best results. Lime and soda usually give this range. Where a hot phosphate softener is put in to give "zero" hardness, best results come with pH set at 10.5.

With natural greensand softeners, emphasis is on the raw incoming water. Greensand works as a softener only if raw water pH lies between 6.8 and 8.2. Once outside this range, the sand no longer holds its softening ability.

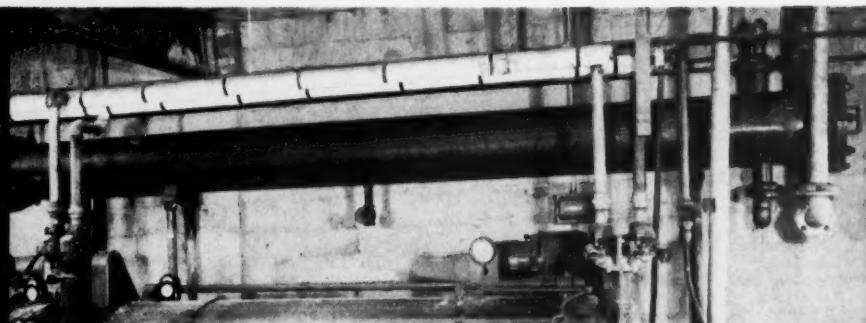
How about some other everyday examples? Any time corrosion starts to attack boiler feed lines, pumps, economizers, etc., the control of feedwater pH between 8.8 and 10.5 becomes highly important.

You'll find that this same condition of better operation with closer pH control holds for any water-treatment problem. Cooling towers, for example, suffer from corrosion and scale troubles unless water treatment protects them. In such cases, pH ought to be kept

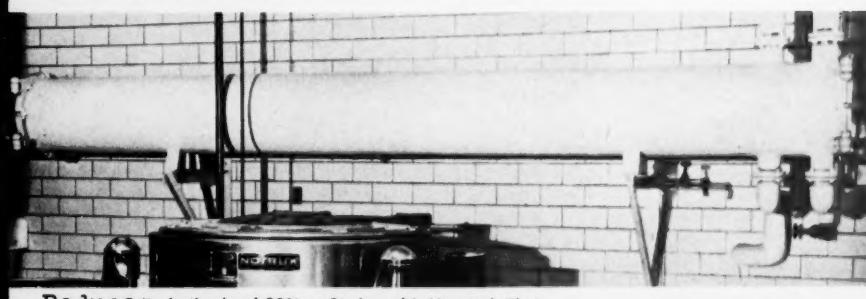
Actually  
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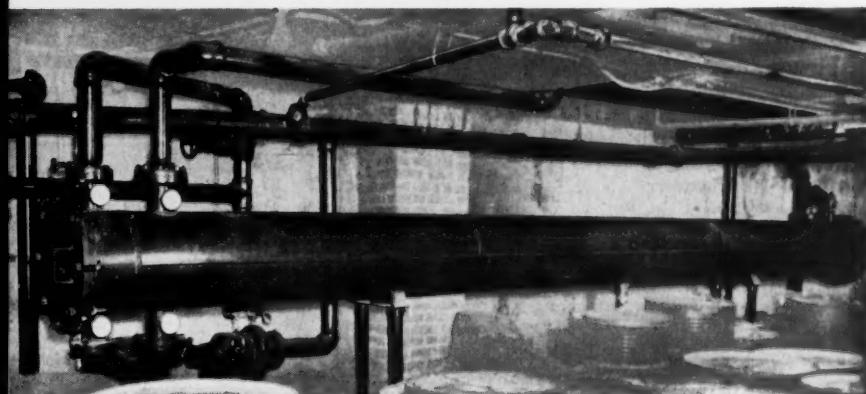
or more



Saves a third on fuel costs at Domestic Laundry, Baltimore



Reduces boiler load 30% at St. Joseph's Hospital, Elmira



Eliminates an extra boiler at Brown's Laundry, Allentown

## How much fuel are you firing down your sewer?

Typical users of Kelley waste water heat reclaimers are saving up to one-third of fuel costs—\$4000 per year at United Laundries in Boston for example!

Heating wash water with waste water heat, saving money on fuel, here's a sure way to cut operating costs. Boiler load is reduced—boiler life extended.

Installation of Kelley hot waste water heat reclaimers is easy enough—because

they fit in any otherwise unused out-of-the-way space of sufficient size.

All these advantages are yours with a heat reclaimer system. It will cost you nothing to get full information on pk heat reclaiming equipment, storage heaters and condensate coolers. Write now for catalog No. 310. Engineering help is yours without cost or obligation. Don't pour dollars down the drain—get the facts NOW!



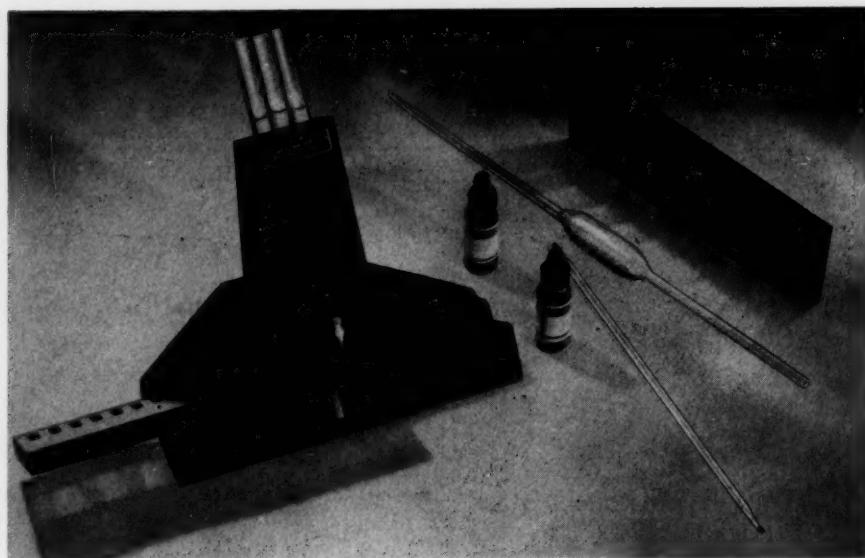
**the Patterson-Kelley Co., Inc.**  
130 Wilson Avenue, East Stroudsburg, Penna.



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Compact units with instructions are available for measuring pH by colorimetric method. Samples of water to be tested are inserted in test tubes and compared with sample of prepared solution. Slide in comparator is moved until colors of samples are matched up.

low enough (6.0 to 8.0) so you can run with a water of reasonable hardness without scaling, and yet high enough so corrosion stays within sensible limits.

You'll find pH at work again in removing oil from water by filtration. Here, a pH of between 5.5 and 7.5 sets up the most favorable zone for proper coagulation with alum. Final pH adjustment can be had by varying the ratio of alkali to alum.

#### Meaning of pH

But, citing examples could go on forever. Let's see what pH really is. Every operating man knows water is seldom neutral. It's usually alkaline, and sometimes acid. A chemist can give you an analysis that shows the exact amount of acid or alkali present. Often, though, you're not concerned with amounts, but more with how

strong or weak the acid or alkaline conditions are. Here's where pH shines.

A pH of 7.0, Figs. 1 and 2, indicates a neutral solution, neither acid nor alkaline. Below 7.0, the solution has a greater intensity of acidity. Above 7.0, the intensity becomes one of more alkalinity. So pH really is a number that registers intensity of acidity or alkalinity for any solution—never quantity.

The scale commonly used for pH value, as shown in the two diagrams, can mislead you. A change of 1.0 in pH really means a difference in intensity (acid or alkaline) ten times that before. The table gives the true relation between different pH values.

The top figure drives home the point that quantity has nothing to do with pH. Each sample on this figure is one carrying 100 ppm. of the material shown. Take carbonic acid. A 100 ppm. solution has a pH of 4.6. The same strength solution of sulfuric acid registers a pH of 2.8. All the pH shows is that sulfuric is a much stronger acid than carbonic. You can do the same thing with some of the sample alkaline solutions. A 100 ppm. solution of bicarbonate of soda has a pH of 7.7. The same quantity of caustic soda in solution has a pH of 14.4.

#### How to measure pH

Measuring pH is the next step. There are two basic ways:

(1) *Electrometric.* The most precise laboratory measurements use a specially designed pH meter.

(2) *Colorimetric.* For the usual plant this method worked all right. You can get required equipment, instructions and all, in compact, easy-to-use form like the unit shown in the photograph.

All that it entails is using the pipette (the little glass tube in the photograph with the bulge in it) and drawing up a sample of the water you want to test. Usually the sample is small (10 milliliters) and three are taken. One is added to each of the three test tubes. They are then placed in the comparator stand, as shown. To the middle glass you add one ml. (milliliter) of the test solution from one of the little bottles.

Then you put the slide in the slot in the comparator base. Move it along while you look into the comparator. Soon you'll see a perfect color match for your treated

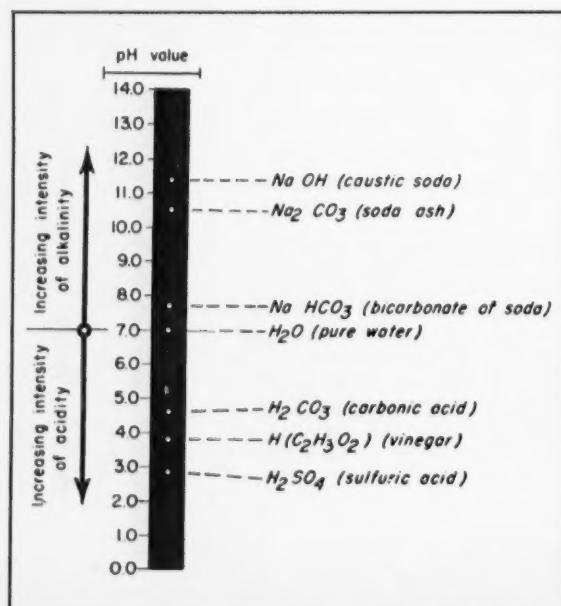
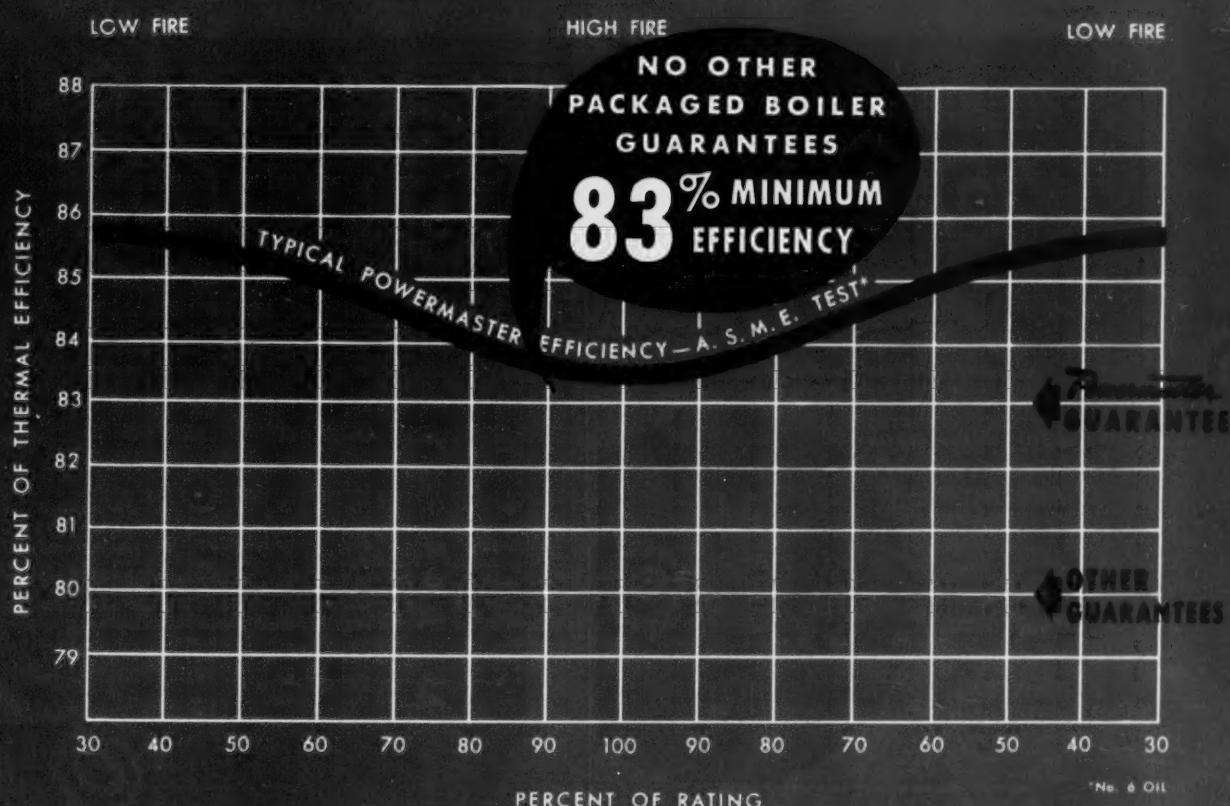


Fig. 2



## **Only Powermaster** **guarantees 83%!**

The "pay-off" on a boiler is its operating efficiency!

Take a look at this typical efficiency curve of POWERMASTER . . . then compare A.S.M.E. tests with those of any other boiler! At less than full load (which is normal in field operation) notice that POWERMASTER efficiency actually *increases*.

There's a reason for such efficiency. The POWERMASTER is the development of 68 years' experience in boiler manufacture. Continuing research and progressive engineering have consistently been reflected in POWERMASTER design:

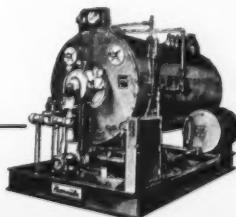
- FIRST to provide the Voriflow air-atomizing burner.
- FIRST to provide full modulating cam control.
- FIRST to provide immediate change-over from oil to gas firing.
- FIRST to provide a complete packaged unit.

Point-by-point, POWERMASTER welcomes comparison. Before deciding on a new boiler for your plant, be sure to get the facts on the new POWERMASTER with VORIFLOW combustion. Just drop us a line and we'll be glad to send you complete information.

# **Powermaster®**

**PACKAGED AUTOMATIC BOILERS**

In sizes to 500 HP; pressures to 250 psi.



**ORR & SEMBOWER, INC. • Established 1885 • 890 MORGANTOWN ROAD, READING, PENNA.**

*New*

# Nicholson Steam Traps for Laundries

Send for Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures which have made Nicholson's larger-size thermostatic units among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters.  $\frac{1}{4}$ " to  $\frac{1}{2}$ "; press. to 200 lbs.

185 Oregon St., Wilkes-Barre, Pa.

**W. H. NICHOLSON & CO.**  
TRAPS • VALVES • FLOATS

sample tube. Look at the reading stamped on the slide underneath the proper color and you have the pH reading.

There are a number of these slides that you can get. They range from a scale showing pH's of 0.2 to 1.8 up to a top of 12.0 to 13.6. Each slide has 17 windows. One is clear for your treated sample and the mixture is prepared for a definite pH reading. As you could expect with such a range of pH from 0.2 way up to 13.6, no single indicator solution would cover all. So the test indicator manufacturers supply you with the small stafford bottles shown in the photograph containing the right indicator solution for the range of pH your slide shows.

Results are excellent. With proper solutions pH readings are accurate to 0.1 pH. □□

## Engineering Questions and Answers

### Undercutting Motors

*Engineering Editor:* We've got a number of single phase motors of all types around our plant and wonder when they should be undercut. Is there a special grade carbon brush we should use to replace worn ones? Can you help us on this?—J. H. G.

This is one of those yes and no problems that can haunt anyone who tries to help from way off. What J. H. G. means by undercutting is removal of mica which the manufacturer puts between the copper bars that make up a motor's commutator. As the copper

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If your steam requirements have a tendency to change at different times of the day, the most economical and efficient boiler you can install is a Cyclotherm Steam Generator.

Cyclotherm means Quick Steam when called for. This reduces fuel consumption during "coming up" periods and permits continuous, quick adjustment to load changes. The Cyclotherm Boiler is able to deliver steam faster because of its extremely high heat transfer and the fact that it has much greater water circulation since the combustion chamber is radiating heat evenly along its entire length.

**REMEMBER**—Full power operation from a cold start in 15 to 20 minutes. Guaranteed 80% efficiency. Savings up to 50% on maintenance. Great fuel operational savings. Boilers are designed for oil or gas operations from 18 thru 500 h.p., 15 to 200 lbs. operating pressure.

Write today for latest descriptive folder, "All Your Questions Are Answered by Cyclotherm."

**CYCLOTHERM** STEAM GENERATORS  
DIVISION UNITED STATES RADIATOR CORP.

DEPARTMENT 35, OSWEGO, NEW YORK

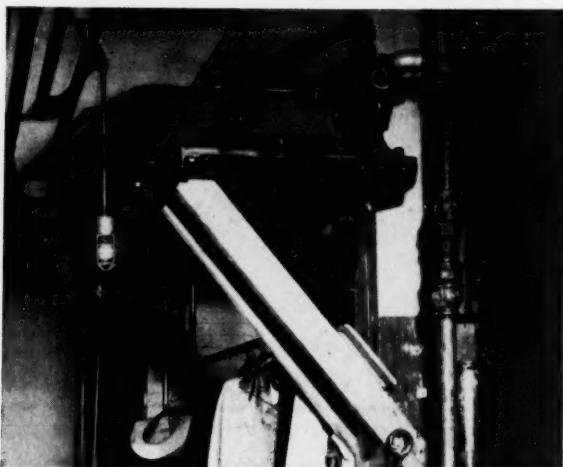
wears down, the mica becomes higher than the copper slots. Then the carbon brushes riding the commutator cannot make good contact and draw off the electric energy. One of the oldest electrical maintenance jobs has been to take a hacksaw blade and saw into the mica until you cut enough away to reduce it to about  $\frac{1}{32}$  of an inch below the commutator bar.

But if a motor has been specifically designed for brush riding or lifting designs that are not undercut, then the commutator, itself, should not be undercut. In these cases the motor rotor (the part that spins within the motor frame) is sent to a machine shop and the entire commutator is "trued up." That is, it is made a perfect circle again. So the place to start is by checking with your motor supplier on this point.

Many plants undercut anyway. But with some motors, however, you can add to your problems. Too deep an undercut causes the motor to spark. Under proper operating conditions the commutator takes on a chocolate brown color. The carbon brushes riding its surface bear down with a pressure of about one-and-a-half psi.

When you notice considerable sparking or if your commutator becomes roughed up and throws off flashes of copper it is time to true it up or undercut the mica, or both.

As far as the grade of carbon brush goes, we suggest that you always replace it with the type originally specified. We know some plant men who swear that the manufacturer furnishes brushes designed for full load service. Where they ran their motors always at less than full load they claim that switching to a softer brush gave better operating results. We'll still stick to the recommended grade. □□



### High Pump

Sometimes there just isn't enough room on the floor for a pump. Some time back Mendenhall Cleaners in Dayton, Ohio, solved that problem by setting their pump on a platform seven feet above the floor. In order to make it as rigid as possible, the platform is bolted to two quarter-inch angle irons.

One iron is lagged into a six-by-six-inch column. The other angle iron on the outer edge of the platform serves to secure the ends of the two two-by-four-inch braces. These braces are spiked to the same column, one on each side.

It was found that the pump did not vibrate any more in its elevated position than it would have on the floor.

### New Safety Films Available

The foreman's key position in the plant safety program is the theme of two safety films released by the National Safety Council.

"Pick Your Safety Target," an all-color cartoon film based on actual accident-reduction plans within industry, features a foreman beset with an accident-ridden department. The film sets forth a three-step plan for detecting accident causes and taking corrective action.

The three steps, based on departmental accident reports, call for determination of (1) the material or equipment involved in the accident, (2) the action taken by the worker that resulted in the accident, and (3) the details of the accident.

The film shows how a definite accident pattern emerges. From the pattern, a series of safety targets are set up, which provide the foreman with specific goals. The foreman is shown how his accidents can be substantially reduced by aiming at one target at a time.

The second film, "A Gray Day for O'Grady," employs a series of comedy situations to dramatize the high cost of accidents. O'Grady, the new foreman, learns that it takes time and money to prevent accidents, but that it takes a lot more time and money to have accidents.

"A Gray Day for O'Grady" is available in 35 mm sound slidefilm (b & w) and 16 mm sound motion picture (b & w). "Pick Your Safety Target," filmed in stop-motion cartoons, is available in 35 mm sound slide (color) and 16 mm sound film (color and b & w).

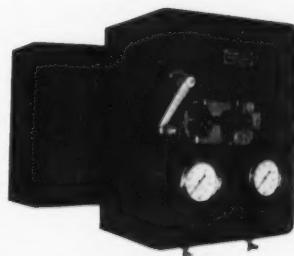
For additional information and prices, write the National Safety Council, 425 North Michigan Ave., Chicago 11, Ill.

## Give Your Maintenance Man A Vacation!

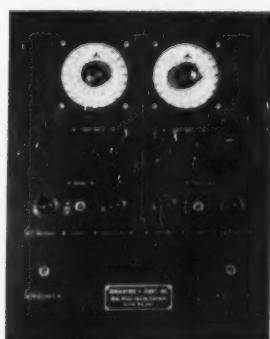
Give your Maintenance Man a vacation. He needs it. Every day he spends an hour or two, or sometimes three, backwashing and regenerating your present zeolite water softening equipment. You can save this costly labor time, plus salt, and get far better operating performance by converting to AUTOMATIC operation. Our electrically operated poppet type multiport valve and control backwashes, regenerates and returns manually operated water softening equipment to service AUTOMATICALLY, and the change to automatic is inexpensive, too. Let us send you our free bulletin with full details.

#### EVER HEAR ABOUT INVERCARB?

It's our resinous zeolite. Hundreds of commercial and institutional laundries are already using it. With INVERCARB you can nearly double the gallon per minute flow rate of most softeners now in use. In addition, with INVERCARB you can get up to ten times your present capacity in gallons per regeneration! May we check your water softener for size and tell you how much INVERCARB can do for you at so little cost?



H&T POPPET TYPE  
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H&T ELECTRIC CONTROL PANEL



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**IN THE DAYS AHEAD YOUR EQUIPMENT MAY HAVE TO WORK HARDER AND LAST LONGER.** Compressors are no exception. That's why it's a good time to "take stock" of every compressor in your plant. Measure them against Ingersoll-Rand Type 30 Compressors that have proved their ability to give you . . .

1. Maximum air power with lowest power consumption.
2. Long service life with minimum maintenance.

Features like the finned intercooler and precision valving that reduce power consumption make I-R Type 30 Compressors a wise buy today. Performance records show that I-R Type 30 Compressors actually deliver a greater volume of compressed air per hp input.

Decide now to get all the facts on I-R Type 30 Compressors. Contact your nearest I-R distributor or write direct to Ingersoll-Rand, 11 Broadway, New York 4, New York.

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**Ingersoll-Rand**  
TYPE 30 COMPRESSORS



. . . Designed to meet today's demands for faster, steadier output!

Available in two lines—one for industrial pressures of 100-125 pounds, the other for pressures of 200-250 pounds.  $\frac{1}{2}$  to 15 horsepower sizes.

PAID ADVERTISEMENT

### 3 to 10 Times More Soft Water from Zeolite Water Softener

By simply refilling your water softener with Elgin High Capacity Zeolite, you can increase its soft water output 3 to 10 times.

Installing an Elgin Double Check Manifold will permit you to add enough zeolite to your water softener to greatly increase its soft water output.

For those who require a new unit, the Elgin Double Check Water Softener will deliver up to 44% more soft water.

For details write Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

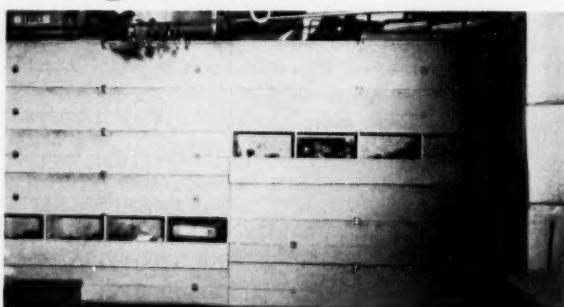
### New Literature on Condensers

The Heat Exchange Institute has just released a new edition of its 20-page book, "Standards for Steam Surface Condensers." It is a revision of the book on the same subject issued in 1939 and 1940, and it is one of a series of eight separate publications on different pieces of heat exchange apparatus.

Actually, extensive tests were conducted at Lehigh University and the new data reflect the results of these tests, including corrections in heat transfer for different tube materials. Performance curves have been included to illustrate more nearly actual maximum performance. A new section of recommended sizes is included. The recommended vacuum pump capacities have been revised and recommended capacities for rapid evacuation are included.

Copies of the book can be obtained through members of the Heat Exchange Institute or directly, at two dollars per copy (within the United States and possessions) from: Heat Exchange Institute, 122 East 42nd Street, New York 17, N. Y.

### Storage Shelves



During World War II, Mendenhall Cleaners in Dayton, Ohio, needed a place to store an accumulation of pipes, valves, traps and other fittings. They were short of storage or stockroom space. Their solution was to build enclosed shelves up one blank wall.

The shelves were a foot apart and were boarded in for the lower five inches. The upper sections were also enclosed by a long trap door secured to the lower board with a couple of hinges and caught at the upper part by a spring latch.

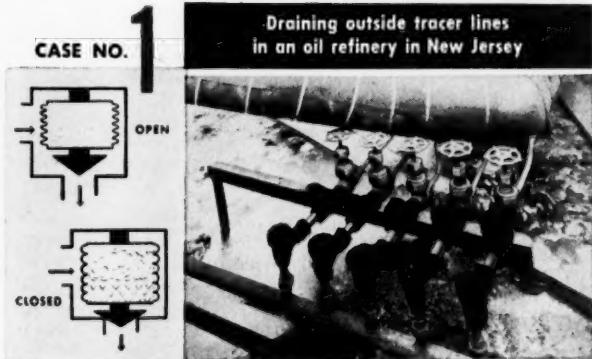
The manager said that this one gadget not only provided them with considerable extra storage space, but saved much time previously lost in hunting for things.

# here's why they selected **4** different types of steam traps for **4** different applications

CONDITIONS under which steam traps must operate vary widely, but there is for every service one type that gives maximum efficiency.

Sarco makes the 4 distinctly different TYPES of steam traps shown below. Therefore, Sarco can give you *impartial* advice on the best choice for your particular installation.

For each of the 4 jobs listed below, the users selected four different TYPES of Sarco traps.



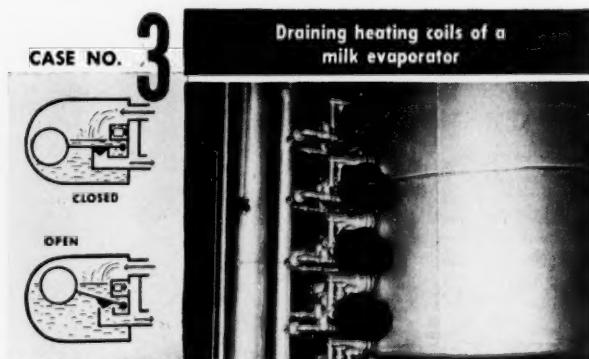
Type of traps installed: Sarco No. 9 thermostatic traps.

Why selected: Being thermostatic, they are steam misers. Can't freeze, being wide open when cold. Easy to maintain since only the bellows moves. Small, light and easy to install. Self-adjusting for different pressures.



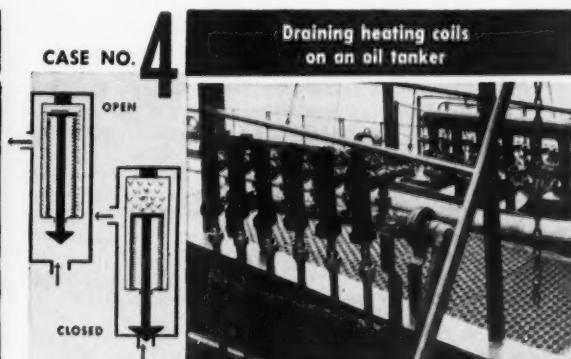
Type of traps installed: 100 Sarco Inverted Bucket traps in service for 17 years.

Why selected: Press platens have small horizontal steam spaces; the intermittent blast discharge of these Sarco traps scours the heating surface. Built-in strainer cuts maintenance costs.



Type of trap installed: Sarco Float-Thermostatic Trap.

Why selected: Heating surfaces of the coils must be kept full of live steam — this Sarco trap discharges condensate as it collects. Can't airbind because the integral thermostatic vent gets rid of air, regardless of operating steam pressure and temperature. As shown in sketch 3 above, this vent does *not* depend upon the discharge of condensate.



Type of traps installed: Sarco LIQUID EXPANSION traps No. 871.

Why selected: Traps on tankers are exposed to freezing weather and vibration. Sarco's No. 871 traps can't freeze; resist vibration, water-hammer, pressure pulsations and superheat. These traps discharge condensate at adjustable temperatures below 212°F., permitting use of some of the condensate's sensible heat.

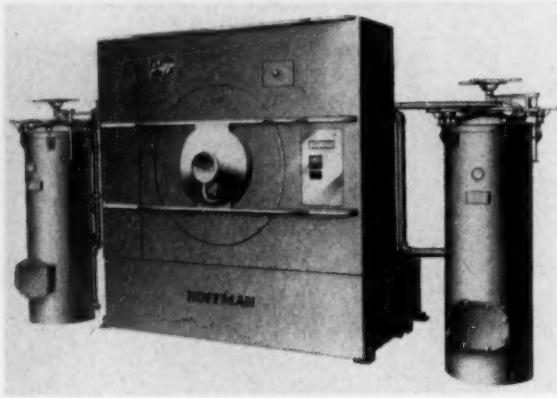
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**SARCO** saves steam  
improves product quality and output

# NEW PRODUCTS and LITERATURE

**U. S. Hoffman Announces New Drycleaning Unit**



U. S. Hoffman Machinery addition to allowing optimum solvent recovery. first in its line of drycleaning units for open-pocket two-bath operation, the firm announced recently.

Named the H-Jet IV-30, the new unit has a 36-inch diameter and is designed for 30-pound loads with perchlorethylene solvent. Later models in the two-bath line will include larger sizes for petroleum solvent as well as perchlorethylene.

Described as fully automatic from start to finish, the H-Jet IV-30 goes through its cycle of wash-extract, rinse-extract, and reclaim completely unattended. A signal notifies the operator when the garments are ready to be unloaded.

Offering an automatic dry-to-dry operation, the unit cleans garments in strong soap solution which then is drained and extracted. The load gets its second bath in clear rinse solvent which also is drained and extracted. In the final stage, solvent vapors are claimed while the garments are tumbled dried.

The high-speed extraction made possible by the incorporation of the Hoffman "Jet" balancing device, is said to remove a maximum amount of soap solution from the garments in

Two entirely separate solvent systems—one for the strong soap solution and one for the rinse solvent—are incorporated in the unit. Each has its own storage tank and its own separate pump and filter. Accidental mixing of the two solutions is avoided by automatic valves which are actuated by the cycle timer.

Included as standard equipment with the H-Jet IV-30 is a 70-gallon plastic-coated rinse tank plus an 1,800 g.p.h. metal screen back-wash filter and pump. Automatic valves, piping, wiring and controls are also supplied.

Extremely compact, the unit is set up with the rinse tank directly behind in the space normally used for service access. Filters may be located in any convenient space, at either end, along a wall or in another room. The entire system can be installed in a small area.

First models of the Hoffman two-bath units were shown at the recent NICD Convention in Cleveland.

Complete information can be obtained in bulletin A-924 by writing U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3 N. Y.

## New Atlas Literature

A new six-page folder, intended for users of charged soap dry-cleaning systems, explains briefly how to use activated carbon in such systems, and enumerates the benefits so achieved.

Recommendations of eight soap manufacturers, as well as those of Atlas Powder, the manufacturer of Darco activated carbon, are included. These suggestions touch on removal of bleeding dyes and other colors that cause greying, and removal of fatty acids and objectionable odors, both with minimal retention of costly soap.

Additional helpful hints refer to quantities of activated carbon which should be added, and recommended stages in the cleaning cycle at which to add them.

Copies are available without charge from the Darco Dept., Atlas Powder Company, 60 East 42nd St., New York 17, N. Y.

## New Adding Machine



Figures add and print automatically as they are entered on the keyboard on National Cash Register's new Live Keyboard adding machine.

Until now, all electric adding machines operated in two steps: (1) set up the amount, and (2) depress the motor bar. The National Live Keyboard eliminates that second step.

For example, to add \$100.00, all you do is touch the "1" key in the hundreds column—and the figure instantly adds and prints. You can forget about the motor bar, because every key on the Live Keyboard will operate the machine, according to the manufacturer. Every key is its own motor bar.

In entering a large amount (like \$1,235.00) you enter the 1-2-3 in the normal manner and then simply depress the last figure (in this case "5") all the way—and at once the full amount is added and printed. The hand does not have to shuttle back and forth from the keyboard to a motor bar, but remains always in position on the keyboard. Up to 50 percent of all hand motion is eliminated, the firm reports.

Further information is available from The National Cash Register Company, Dayton 9, Ohio, the manufacturer.

## Flexible Hose Announced By American Brass

"Sealtite" flexible electrical conduit Type UA is the first of its kind to gain Underwriters' Laboratories approval for use in wet locations. This liquid-tight flexible metal conduit is manufactured by The American Brass Company, Waterbury, Conn.

The tough, extruded synthetic covering over Sealtite Type UA's flexible metal core protects wiring against moisture, oil, dirt, chemicals, and corrosive fumes, according to the company, on permanent and temporary installations. The conduit is made of spirally wound, interlocked zinc-plated steel strip with a copper bonding conductor wound spirally in the space between each convolution on the inside of the conduit.

Light and flexible, Sealtite Type UA can be cut to required lengths. It is available in long lengths in nominal electrical ID sizes of three-eighths inch to one-and-one-quarter inches inclusive, the firm states.

## New Package for Wilson ColorGo



ColorGo, the powdered stripping, bleaching and spotting agent made by A. L. Wilson Chemical Co., Kearny, N. J., is now being packaged in brown glass jars for one-pound and two-and-a-half-pound quantities.

Previously the product had been packed in cans. The five- and ten-pound sizes of ColorGo will continue to be sold in cans.



"I could see the corpsman kneeling over me. The blood plasma was running down through a tube into my arm and he said everything was going to be O.K. I was walking across an enemy mine field in Seoul when one exploded and a piece of shrapnel caught me in the leg.

"'Got enough of that stuff?' I asked him, pointing to the blood. 'I guess we never have enough,' he said, 'but you can thank somebody for this pint.'

"How do you thank 'somebody' for blood? For saving your life? When I got back home, I discovered the answer at my local blood donor center. There's only one way to say thanks—by giving some of your own blood."

## "How do you thank 'somebody' for Blood?"

Yes, all kinds of people give blood—for all kinds of reasons. But whatever your reason for giving blood, this you can be sure of: Whether your blood

goes to a combat area, a local hospital, or for Civil Defense needs—this priceless, painless gift will some day save an American life!

### **Business Executives!**

#### **✓Check These Questions!**

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- Have you given your employees time off to make blood donations?
- Do you have a Blood Donor Honor Roll in your company?

Have you set up a list of volunteers so that efficient plans can be made for scheduling donors?

Have you arranged to have a Bloodmobile make regular visits?

Has your management endorsed the local Blood Donor Program?

Have you informed employees of your company's plan of co-operation?

Was this information given through Plant Bulletin or House Magazine?

Has your company given any recognition to donors?

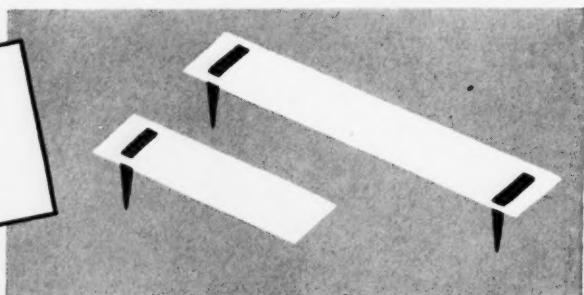
Have you conducted a Donor Pledge Campaign in your company?

Remember, as long as a single pint of blood may mean the difference between life and death for any American . . . the need for blood is urgent!



## **Give Blood Now—Call Your Red Cross Today!**

National Blood Program

**FACT #1****ZINC Prongs Are Better Than Staples**

You know that ZINC prong tags fasten quicker and hold firmer than those with staples. Your customers know that ZINC prongs detach easily without snags or tears and that they do *not* cause rust stains on garments.

**FACT #2****ZINC Is Readily Available For Tag Use**

Despite what you may have heard to the contrary, ZINC of all grades is now in stock in ample quantities and ZINC supplies for the foreseeable future will be adequate. You can get ZINC prong tags now—you do *not* have to use staples.

For Complete  
Customer Satisfaction—  
**INSIST ON**  
**ZINC**  
**PRONG TAGS**

**AMERICAN ZINC INSTITUTE, INC., 60 EAST 42nd ST., NEW YORK 17, N. Y.**

**Color-Stripping Process**

Tru Color Dye Works, Brooklyn, N. Y., wholesale garment dyers, has been licensed to use the Harristrip process for controlled color-stripping of wool garments.

According to Stanley Simon, Tru Color head, this process permits wools to be stripped safely without loss of tensile strength and without matting or felting of the fibers. It has been added to the regular Tru Color service because it affords drycleaners a wider latitude in selection of new colors for garments to be re-dyed. By stripping wool garments they can be dyed from red to green or navy, from dark brown to navy, and from green to brown or navy.

Also, the stripping process may be used for removing stains that do not respond to conventional treatment, thereby salvaging garments that otherwise would be unserviceable, according to the company.

**New Zipper Innovation**

Claimed to be an important boon to launderers and drycleaners, the new Snag-Pruf zipper slide manufactured by

the Arrow Manufacturing Co., Inc., Kansas City, Mo., is said to eliminate many of the headaches attending broken zippers.

Broken slides on any standard zipper, according to the firm, can be replaced in a matter of seconds with a Snag-Pruf slide. The old slide is simply removed from the zipper, the Snag-Pruf slide is opened with slight pressure of the fingers and snapped back into place on the zipper. The new device is said to eliminate much time in repairing torn garments due to jammed zippers and increase customer satisfaction. Full details are available by writing to the Arrow Manufacturing Co., Inc., 2922 Terrace St., Kansas City 8, Mo.

**New Olson Washer**

Olson Industries, Inc., Adams, Wisconsin, introduced its new stainless steel Olson Washer

which, according to the manufacturer, produces 10 to 20 complete family bundles or up to 750 pounds per hour.

Measuring 21 inches long, 10½ inches wide and eight inches high, the washer is said to eliminate the necessity for a washman or extractor man, and does away with the need for nets, pins and damp assembly. The firm reports that the machine is a complete wetwash laundry on one framework, in that it automatically feeds supplies, washes, rinses and extracts. It handles a complete family bundle — whites, darks and fast colors—at the same time.

time using three separate formulas.

The washer is operated by two unskilled workers. One operator classifies the work and loads the drums, and the second operator unloads, bags the wetwash or dispatches the wash to the finishing departments.

Said to be ideal for quick-service plants or by larger laundries wishing to set up quick-service departments, the washers are reported to be able to have bundles ready in 24 minutes.

More detailed information is available from the manufacturer.

**Washing Colors Discussed in Diamond Publication**

Timely tips and helpful hints on how to wash colored fabrics are summarized in the January-February issue of the *Diamond Washroom Digest*.

Just off the press, the current edition of this 12-page, pocket-size publication marks the second in a recently introduced series of technical bulletins prepared expressly for commercial power, institutional, linen supply, industrial plant and other-service laundries by the technical service division of

Diamond-Alkali Company, Cleveland, O., manufacturers of detergents, sours and blues.

The January-February issue, featuring the topic of "Washing Colors," first pinpoints the principal factors, which, since World War II, have greatly accentuated the key role proper soil dilution plays in laundering colored fabrics, then reviews basic conditions contributing to the handling of this work on a consistently and uniformly dependable quality ba-

sis without increasing costs or sacrificing operation time.

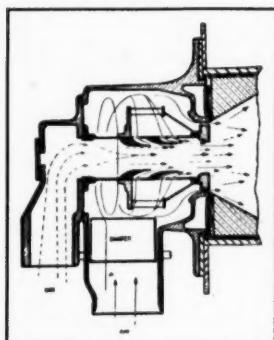
Graphically and concisely discussed in this connection are the mounting importance of correctly classifying colored goods prior to washing, with four general gradations of washability given; the function of the break operation, and today's need for more thorough soil removal. Holding special interest from this particular standpoint are four formulas, three of them based on the Diamond-developed, high-level sudsing technique.

Overloading versus under-loading, a practical test for soil dilution, and listing of a half dozen efficiency-improving, cost-cutting operational "do's and don'ts" complete this informative, interesting presentation on washing colors.

Other topics appealing to laundrymen responsible for more efficient and economical operation in the washroom will be featured in forthcoming issues. Readers wishing to have discussed any subject relating to washroom operating principles, practices and problems are invited to submit such questions and suggestions to the Diamond organization.

Copies of the January-February issue and future editions of the *Diamond Washroom Digest* are available upon letterhead request. Write to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, O.

#### Orr & Sembower's New Voriflow Gas Burner



The new Voriflow gas burner developed by Orr & Sembower, Inc., for gas-firing its Powermaster packaged automatic boilers is of the pre-mix design. Gas flows through the central gas nozzle from the gas plenum. Simultaneously, combustion air from the blower enters the air plenum tangentially, automatically controlled by the motor-operated damper. Primary pre-

mixing air is captured by a stationary air wheel register. This assembly directs the pre-mixing air through holes into the gas nozzle against venturi-shaped air baffles. The air and gas are thoroughly mixed enroute through the gas nozzle. The outer secondary air ring controls the amount of secondary combustion air admitted to the combustion chamber. Ignition takes place at this point.

All components are carefully sized, according to the firm, for the Btu content of the gas to be burned and the heat requirement of the boiler. The register assembly, the banks of air holes in the gas nozzle, the air baffles, and both primary and secondary air rings are each properly selected.

Write Orr & Sembower, Inc., Morgantown Road, Reading, Pa., for a copy of Bulletin 1218 describing Powermaster packaged automatic boilers equipped with Voriflow air atomizing oil and pre-mix gas burners.

#### New Troy Catalog Offered

A new 24-page catalog covering the company's complete line of equipment has just been issued by Troy Laundry Machinery. Well illustrated, the catalog includes specifications, dimensions and capacities of Troy washers, extractors, tumblers, presses, flatwork ironers, flatwork folders and accessory equipment.

Copies of the catalog, number YG-8-52, can be obtained without charge from any Troy representative or by writing the Troy factory at East Moline, Ill.

#### Booklet Describes Uses of Silicate of Soda

An illustrated bulletin, "Treating Concrete with PQ Silicate of Soda," is offered to laundry owners and managers by the Philadelphia Quartz Company, manufacturers of Metso silicated detergents. The seven-page booklet describes the use of silicate of soda to dustproof, waterproof, oilproof, and acidproof concrete floors, runways and parking areas.

Easily applied silicate of soda penetrates the concrete and by reacting with the cement develops a hard gel formation in the tiny cell pores. Color of the concrete is not affected. Dusting is minimized, thus eliminat-

Keep that NEW-PLANT

LOOK...



**PELORI**  
LAUNDRY  
MACHINERY *Enamel*

Specifically Designed for  
**LAUNDRY MACHINERY**  
Extra Resistant to Acids, Alkalies, Deter-  
gents, Steam, Temperature Changes...

Gives Laundry Machinery  
Years More Life because the Sur-  
face is Protected Better, Longer!

- Used by New Machine Builders who Demand Unsurpassed Quality! Easy to apply by brush or spray... fast drying... superior finish.



Available in All Standard Colors. Send for Free Color Chart.



**PECORA PAINT COMPANY, INC.**

—SINCE 1862—

Sedgley Ave. & Lawrence St., Phila. 40, Pa.



**LANE**

# baskets are **MATERIALLY** better

## Here's Why:

- Over-size casters for easy running of any load
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- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Rounded bottom rivets (not flattened rivets) provide smooth surfaces to prevent any possible cutting of the canvas duck body. At Lane this is a precision machine operation that always produces smooth well turned rivet heads. This is just one of many small details that make Lane baskets so much better.

But Lane does not stop there. All cross boards *dual-riveted* to shoes and are bevelled to eliminate rough surfaces—no burrs, such as those generally found on steel bottoms.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

**Clip the coupon below**

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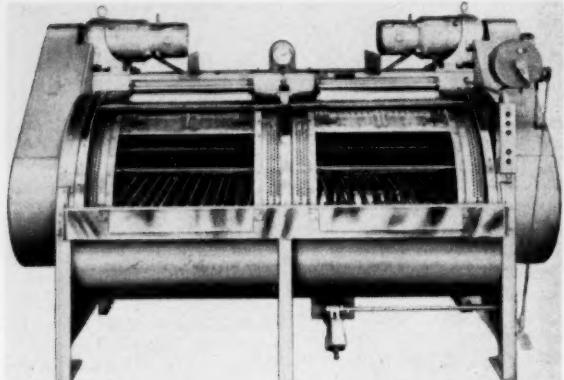
ing a source of annoyance to inside personnel, according to the firm.

The bulletin also describes the application of silicate of soda to patch and resurface concrete and how Metso sili-

cated detergents are used effectively to clean concrete surfaces.

For free copies, write to Philadelphia Quartz Company, Public Ledger Bldg., Philadelphia 6, Pa.

## Super Announces New Metal Washer



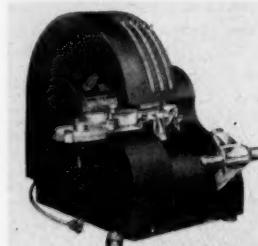
The new Qwik-Out open-type metal washer is described in a bulletin just published by the Super Laundry Machinery Company. Designed for easier unloading plus cleaner washes, the Qwik-Out features removable horizontal unloading partitions which eliminate stretching to reach work at the bottom of the cylinder and eliminate lifting bundles.

The washer's open-pocket design permits work to drop the maximum distance during the washing operation—a principle proved best for thorough soil

removal, according to the firm. Then, after the washing cycle is completed, the operator puts the light aluminum partition in the compartment, closes the doors, and turns the cylinder one-half turn. All work is deposited on top of the partition where it is easily reached and slid off partitions into extractor baskets without lifting or strain.

Numerous sizes of washers which include these features are described in Bulletin QO-4, available from the manufacturer, Super Laundry Machinery Company, St. Joseph, Mich.

## New Tag-O-Lectric System



readable. Each piece is clearly marked with the lot number—a distinct advantage in lot control. Mark "set up time"—the time required to change marks—is materially reduced. Whereas some other systems require changing three to five digits on each mark, Tag-O-Lectric changes only one digit between each bundle. Numeric sorting, the firm states, is faster and more accurate. Since each lot will contain bundle numbers starting with No. 1 and ranging upward depending on the number of bundles in the lot, bins can be pre-numbered permanently. This eliminates the necessity for hanging tickets and also eliminates the search for a number since each number's location is permanently established. Since the mark will not deface the garment, according to the company, it can be placed in a more easily accessible and more readily visible position.

Among the advantages claimed by the manufacturer are that marks are clearer and more

**NEWS**

from the

**ALLIED TRADES****Kisco Boiler & Engineering Celebrates 25th Anniversary**

J. W. KISLING



WM. M. L. KISLING

Founded in February, 1928, by two brothers, William L. and J. W. Kisling, the Kisco Boiler & Engineering Company, St. Louis, Mo., last month celebrated its silver anniversary.

Beset with difficulties in its infancy during the depression years, the firm forged ahead and in 1931 purchased the assets of the Monarch Sales & Engineering Co. Later they merged the A. Harry Till Company with their own.

With its rapid growth during its first ten years it was necessary to seek larger plant facilities on five occasions. The large, modern plant and general office building at 3732-40 Chouteau Ave., was purchased, but it has since been necessary to acquire buildings and to erect another plant for special boiler assembly work.

After fire destroyed the main Chouteau Ave. plant on Christmas Day, 1948, Kisco acquired two new buildings, the main plant and general offices at 2400 DeKalb St. in St. Louis, and a factory building at Ste. Genevieve, Mo.

**Cowles Adds Distributor**

Cowles Chemical Company, Cleveland, Ohio, announces the appointment of Burkart-Schier Chemical Company, Chattanooga, and Knoxville, Tenn., as a distributor of Cowles laundry products.

Cowles technical men Robert M. Bateman, Louis E. Houston and F. Earle Davis will work in close cooperation with sales representatives of Burkart-Schier to assure expert washroom service on Cowles products.

**Stadham Issues Guarantees**

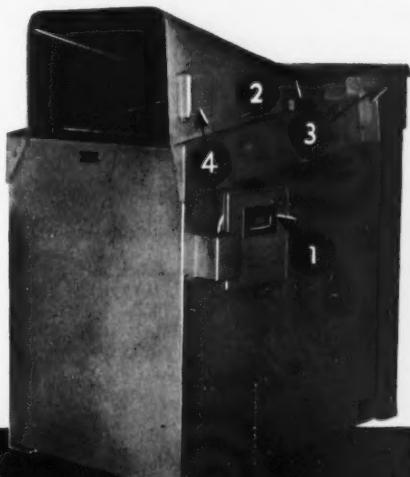
The Hexagon division of the Stadham Co., Inc., Philadelphia, has recently issued a numbered guarantee certificate that distributors give to their customers with every purchase of Stad-Spun-D covers, for dry-cleaning presses, manually operated or air driven. The Stadham distributor is authorized either to refund or issue credit on the pro-rated cost of the purchase, if for any reason Stad-Spun-D does not wear for three months.

Because of the high quality and rigid supervision in manufacture, according to the firm, drycleaning plants have found that these covers outlive by many months the unconditional three months guarantee.

**Linen, Towel, Diaper Suppliers!**

# STOP COSTLY ERRORS SPEED LINEN COUNTING

WITH  
THE



## EASTERN CYCLONE ELECTRONIC COUNTER

**MOTOR DRIVEN, ELECTRONIC EYE, SELF-ALIGNING FEED BELT OF NEOPRENE, STURDY ANGLE-IRON FRAME AND METAL HOUSING, AUTOMATIC TICKET STAMPING UNIT, AUTOMATIC VISUAL COUNTER.**

**SPECIFICALLY** designed for the supplier who is gearing for absolute accuracy and speed in the sorting and counting of linens, towels, diapers and large quantity items.

The EASTERN CYCLONE ELECTRONIC COUNTER is a compact, rugged, tabulating machine that simply plugs in. The sensitive recording devices give you a running count, a total count for lot or day and a stamped count on the ticket.

Daily volume figures give you a quick check and control of your production. Guaranteed efficiency.

- 1. Count recorded on ticket
- 2. Total count for lot or day
- 3. Tamper proof counting eye
- 4. Ticket holders

## EASTERN CYCLONE CONVEYOR SYSTEMS, INC.

880 VAN HOUTEN AVENUE, CLIFTON, N. J.

**MANUFACTURERS OF SOAP MIXING & CIRCULATING SYSTEMS—  
LINT COLLECTORS—HOPPER-FEEDERS**

Current: 110V—220V, A.C.—D.C.

Overall Size: 42" L—27 1/4" W—49 1/4" H

Feeding Height: 37 1/4"

**LOSING TAGS?**

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK defy the strongest solvents and solutions; won't tear or scuff in wash; won't break at fastening point; and they stay with the garment from start to finish.

**INK BLURRING?**

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncurled tags save precious hours of sorting time.

**COLOR RUNNING?**

TAGS MADE OF PERMAFIBER STOCK come in *Nine Bright, Beautiful Colors* that absolutely WILL NOT "BLEED" . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!

**YOU HAVE NO PROBLEM!**

Just insist on having all your  
**MARKING TAGS**  
made of

**Permafiber**  
**TAG STOCK**



**WE'LL BE GLAD TO ADVISE YOU ON  
ANY OF YOUR TAG PROBLEMS AND  
TO SEND SAMPLES—SIMPLY WRITE**

**Permafiber Corporation**

450 SEVENTH AVENUE NEW YORK 1, N. Y.

**Joins Huron Milling**

B. F. Bowman, vice-president in charge of sales and product development of The Huron Milling Company, has announced that Samuel R. Watkins has joined their sales organization.

He has been assigned to Huron's eastern division headed by E. T. Keating. Mr. Watkins will make his headquarters in Philadelphia and will work with W. C. Rath, Huron's local representative. Mr. Watkins has been associated with the laundry industry for several years.

ground of many years of industrial and process engineering work. Young-Streeter Company also represents a number of other well-known industrial firms.

**Joins Reliable Machine Works**

Harold Friedman, sales manager of Reliable Machine Works, Brooklyn, N. Y., manufacturers of fur cleaning and fur storage equipment, announces the addition of Eugene Unger to its organization.

Mr. Unger, formerly of the Furtex Corporation, will act in the capacity of sales representative for all Reliable products, both in the United States and abroad. Reliable Machine Works will manufacture and sell the entire Furtex line exclusively, with Mr. Unger handling its sales.

A complete stock of spare parts and the servicing of all Furtex machines now in use will be handled by Reliable.

The addition of Mr. Unger as sales representative will enable Reliable to continue to give the best in service and in quality equipment to the entire fur industry.

**Orr & Sembower Names Representative**

Orr & Sembower, Inc., Reading, Pa., manufacturers of Powermaster packaged automatic boilers, has announced the appointment of Young-Streeter Company, 6202 College Ave., Indianapolis, as its representative. The Young-Streeter Company will handle sales and service of Powermaster automatic steam generators and hot water boilers in central and southern Indiana.

Both A. Barnard Young and Bert Streeter have a back-

**U. S. Hoffman Appointments**

George Bowdoin, president of the United States Hoffman Machinery Corporation, has announced the elevation of Joseph Friedman to the position of first vice-president, and the election of John D. Schapiro, Baltimore industrialist, to the board of directors.

Mr. Schapiro, at 38, is vice-president and treasurer of the Boston Metals Company of Baltimore, one of the oldest and largest firms in this country devoted to the dismantling of ships, large industrial plants, surplus equipment, etc. He is

also president of the Maryland State Fair, Inc., which owns Laurel race course, a director of the General Armature and Manufacturing Company of Lock Haven, Pa., and a director of the Sinai Hospital of Baltimore.

Mr. Friedman joined the Hoffman Corporation in 1939 as head of small unit sales. In 1941 he was placed in charge of lend-lease and other government sales and of the export division. He was made general merchandising manager in 1945 and was elected a vice-presi-



JOSEPH FRIEDMAN



JOHN D. SCHAPIRO

dent the next year. Before coming to Hoffman he was vice-president and general manager of the Band Box Company of St. Louis, where he originated the small unit retail store dry-cleaning unit so popular today.

### Hild "Oldest Floor Machine" Contest



What appears to be the country's oldest floor machine was discovered at St. Mary's Hill, Milwaukee, Wis. This relic of a bygone day was manufactured in 1918, but until now has been in regular use. However, when placed alongside of

a sleek, high-powered modern floor machine, the old machine looks like an early vintage gas buggy parked next to a 1953 sports car.

This and other old-timers were brought to light by an "Oldest Floor Machine Contest," conducted in connection with the 25th anniversary of the Hild Floor Machine Co. in 1952. A first prize check for \$300 was presented by F. C. Hild, president, to Sister M. Leola, O.S.F., Supt., who accepted it on behalf of her institution which cares for victims of drug addiction and nervous and mental disorders. Additional prizes were awarded to owners of the eight next oldest floor machines, all of them more than 25 years old.

### Atlas Powder to Build New Offices

Isaac Fogg, president of Atlas Powder Company, Wilmington, Del., has announced the acquisition of a tract of land of approximately 45 acres, about four miles north of Wilmington on U. S. Route 202, for the construction of a new and modern air-conditioned office in suburban surroundings.

Although plans for the structure have not yet been completed, it will house the 400 employees of the various administrative departments of Atlas who are now located in downtown Wilmington. Completion and occupancy is expected within three years. No laboratory or manufacturing activities will be moved to the new building.

The tract affords access from the Concord Pike, and extended frontage along New Bridge Road, now under construction. The structure to be erected will not exceed three stories, and will be designed and landscaped to be in keeping with the adjacent communities.

### National Promotes Stayner

The National Marking Machine Co., Cincinnati, Ohio, announces the appointment of J. B. Stayner as special representative to its distributor organization.

Mr. Stayner is well known in the industry and has been National's Chicago representative for the past 15 years. He will be traveling throughout the United States, devoting his time exclusively to developing and

expanding the sale of the firm's products by its distributors. One of his particular interests will be to help promote the sale of Fantom-Bantam units.

### Detrex Awards Watch



Robert A. Emmett, former president of the Detrex Corporation, Detroit, manufacturer of industrial and drycleaning equipment and chemicals, is shown (left) admiring a watch given him recently upon completing 30 years of service with the company. A. O. Thalacker, right, new Detrex president, gave the award to Mr. Emmett, who was elected chairman of the board.

**FOR SIMPLE, LOW COST  
TROUBLE FREE OPERATION  
IN CHAMBER LAUNDRY  
ALL METAL  
WASHER**

... IN MONEL OR STAINLESS STEEL

Washing faster, cleaner has never quit dependability! Over 25 years of engineering and operating experience helped us produce this massive, up-to-the-minute, washer.

**CHECK THESE OUTSTANDING FEATURES**

- No complicated mechanisms - all standard name parts
- All welded heavy gauge cylinder in any size or number of sections
- Cylinder heads are solid monel or stainless steel heads
- We also manufacture standard extractors, unloading extractors, wood washers and replacement cylinders

**OPEN MILLS-GLANDER LAUNDRY MACHINERY CO., Inc.**  
50-17 York Street, Brooklyn 4, N. Y. • Over a Quarter Century of Laundry Machinery Know-How

monel or stainless steel liners on inside

- Special leakproof packing glands, easily accessible
- Shell doors have supply openings
- Heavy roller chain and multiple "V" belt drive assure silent, trouble-free operation

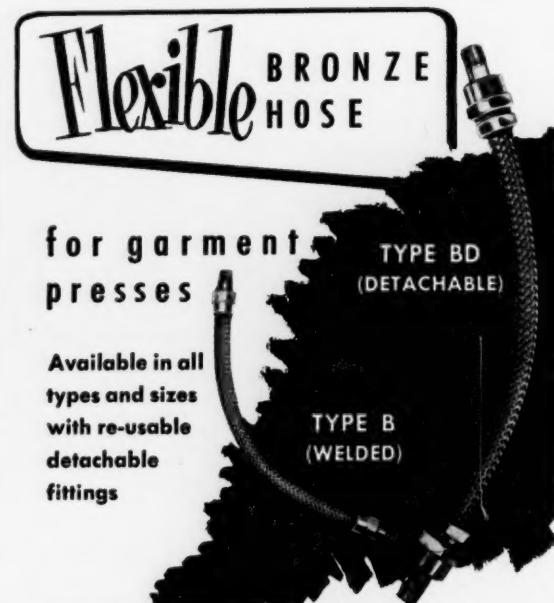
- Solid cast steel one-piece trunnions
- Large, oversize (outboard type) self-aligning trunnion bearings
- Air-electric operated dump valve optional
- Automatic door spotting optional



Holes and cracks in your shop floor cost plenty in production time, you know that. But, now you can repair those holes quickly with Cleve-O-Cement. Simple to apply, no skill required. Dries overnight. 28 times harder than ordinary cement, not an asphalt composition. Ready for heavy traffic next morning. Waterproof, slipproof, crack proof. Cleve-O-Cement stands up in bottling plants, laundries, dairies, ice cream plants, food and meat packing plants, and especially where a moist or food acid affects ordinary floors.

Send for illustrated bulletin.

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9123 RENO AVE. CLEVELAND 5, OHIO



## PACKLESS METAL HOSE INC.

31-1 Winthrop Avenue

New Rochelle, New York

### Colgate Announces Changes in Management

Election of Edward H. Little as chairman of the board of Colgate-Palmolive-Peet Company, and Joseph H. McConnell, as president, has been announced. Mr. McConnell was also elected to the company's board of directors and executive committee. James A. Reilly, executive vice-president in charge of soap sales, was elected a director.

Mr. Little has been president of the company and chairman of the executive committee since 1938. As chairman of the board, he will continue to serve

Mr. McConnell served for over three years as president of the National Broadcasting Company before he resigned in December, 1952. During his term as president, he guided N.B.C. through a period of major change in the broadcasting industry, following the advent of television.

A Colgate career man who has served more than a quarter of a century, Mr. Reilly joined the company in 1926 as a displayman. He rose through the ranks and moved all over the

rector of sales and Frank J. Messing, Jr., as vice-president—director of service.

Mr. Sjoberg has specialized in sales engineering work for many years. He joined Divco in January, 1952, as assistant to the president, in charge of defense sales.

Mr. Messing was in service work for eighteen years and joined Divco in 1945 as service manager.



JAMES A. REILLY

country as he successively held the positions of assistant salesman, salesman, sales supervisor, district and division manager, assistant to the manager of the soap department, sales manager, manager, vice-president in charge of the soap department, and last year he became executive vice-president in charge of the soap department.

### American Alcolac Buys Baltimore Property

The American Alcolac Corp. of Baltimore, manufacturers of industrial chemicals, has purchased the buildings and five-and-one-half acres of land at 3440 Fairfield Road, Baltimore, from the U.S. Industrial Chemicals Co. Division of National Distiller Products Corp., Vova Blinoff, president of American Alcolac, has announced. American Alcolac formerly leased this property from the seller.

Established in Baltimore three years ago, American Alcolac has branch offices in New York City at 551 Fifth Ave., 6 North Michigan Ave., Chicago, and at 330 Washington Road, West Palm Beach.



EDWARD H. LITTLE



JOSEPH H. McCONNELL

Its Canadian subsidiary is the Alcolac Corp. of Montreal.

American Alcolac's sister company, Sinova, Inc., is the oldest synthetic detergent company in France. It has offices throughout Europe and in North Africa.

The American Alcolac Corp. transforms and supplies chemicals to manufacturers of detergents and other household products and to the cosmetic industry.

#### Bower to Riverside

J. R. Gadd, president of Riverside Manufacturing Company, St. Louis, Mo., has announced the appointment of Robert S. Bower as sales and technical service manager. Known to many laundrymen and drycleaners throughout the United States and Canada, Mr. Bower has been actively engaged in the drycleaning, soap or machinery business for over a decade. He has been a familiar figure on many convention programs as a speaker on both technical subjects and sales promotion.

Mr. Bower, who is a mechanical engineer, will also assist in technical developments



ROBERT S. BOWER

at Riverside along with his duties of sales management and sales promotion.

#### New Packaging Company

The formation of Cade Paper & Bag Corp., with offices and plant at 58 Sedgwick St., Brooklyn, N. Y., has been announced by Sam Bloom, a veteran packaging specialist. The new company, through selected jobbers and distributors, will serve launderers and drycleaners within a reasonable radius of New York.

Cade Paper & Bag Corp. is

now manufacturing a comprehensive line of packaging supplies, including garment bags, diaper bags, shirt bags, notion and specialty bags. Printing facilities are available in the entire bag division, in either stock or special form. The company is also setting up several shirtband machines with two color printers, and several shirt envelope machines and hanger and dress cover equipment are being rushed to completion. Wire hangers, pants guards and collar supports will also be carried in stock.

#### Joins Gross Sales Force



L. E. SCHEFFENACKER

Edward B. Gross, president of the Gross Machinery Company, Inc., Buffalo, N. Y., has announced the appointment of Lewis E. Scheffenacker as sales representative for the company in the states of Maryland and Delaware.

Mr. Scheffenacker previously covered the same territory for a Philadelphia laundry and drycleaning supply house. He has a varied background of sales experience which will prove of great value in his work with drycleaners in his two-state territory.

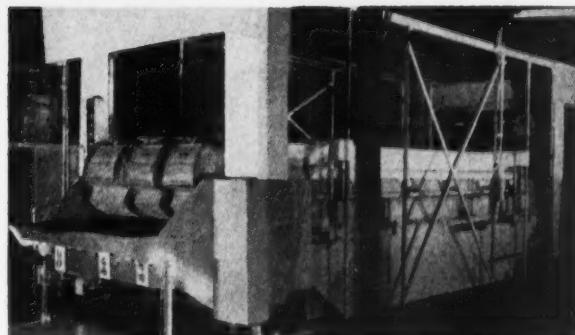


# INTRODUCING the AMAZING

## OLSON WASHER

- Eliminates nets, pins, damp assembly
- Automatically feeds supplies, washes, rinses, extracts
- Produces 10 to 20 complete family bundles —up to 750 pounds dry-weight-per-hour
- Eliminates washman and extractor man

Complete wetwash laundry on one framework • Eliminates identification systems, nets, damp assembly department • Automatically feeds supplies, washes, rinses, extracts • Handles complete family bundle—whites, darks, fast colors—at the same time using three separate formulas • Produces from 10 to 20 bundles per hour, up to 750 pounds dry-weight •



Operated by two unskilled workers, one operator classifies work and loads drums, second operator unloads, bags wetwash or dispatches to finishing departments • Ideal for quick-service plants or departments • Bundle ready in 24 minutes • Made of stainless steel • Measures 21' long, 10½' wide, 8' high

**Get complete operating details and costs TODAY!**

**OLSON INDUSTRIES INC. ADAMS, WIS.**



**WHEN YOU SPECIFY DANDUX**  
**FROM YOUR DEALER . . . you design-**  
inate the finest possible value in lasting quality and price.

**DANDUX**

CANVAS

BASKETS • HAMPERS • TRUCKS  
EXTRACTOR COVERS

**C. R. DANIELS, INC.**  
Daniels, Md.

75 West St., New York 6, N. Y.  
549 W. Randolph St., Chicago 6, Ill.

Put these shirt experts to work for you



These two machines added to your shirt unit will lower your costs 25% or more.

Write for complete information.

Sleeve Master \$795  
Fold Master \$695

**Forse**

EQUIPMENT CORPORATION

720 West 14th St., Anderson 3, Indiana

## Resillo PRESS PADS

- FLAMANEL (metal flannel)
- STANDARD • CHAMPION
- FOAMANEL (foam rubber-metal mesh)
- PERFEX • PERMOPADS

Made in exact accordance with press manufacturers specifications.

**RESILLO COMPANY** 2328 W. NELSON ST.  
CHICAGO 18, ILLINOIS

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

### Pennsalt Appointments

Philip C. Staples has been appointed Chicago district sales manager of the industrial chemicals department of the Pennsylvania Salt Manufacturing Company. He replaces John C. Hampson, who returns to the Philadelphia office as a product supervisor in the same department.

Mr. Staples joined Pennsalt in 1937. He has served in the company's technical service, sales development, metal processing and industrial chemicals

departments, and most recently he has been manager of Pennsylvania Salt's Washington, D. C., office.

Mr. Hampson joined Pennsalt in 1936 as a salesman in the food industries department. He subsequently served in the purchasing department as an expeditor and then returned to sales in metal processing and industrial chemicals. He was Chicago district sales manager for two years before his recent appointment.

### Troy Holds Sales Conference



"How Laundries Can Cut Costs With Modern Equipment" was the theme of a three-day sales conference held recently at the Troy Laundry Machinery factory in East Moline, Ill.

At the meeting special attention was given to three new labor-saving machines, the Troy Fullmatic washer, Flexi-

matic folder (for large flat-work) and Fold-Fast folder (for small pieces).

M. J. Washburn, Troy's general sales manager, was in charge of the extensive program which was attended by Troy sales representatives, division managers, federal and foreign sales heads, Canadian agents and home office people.

### Certified Chemical Buys Superior Rug

The Certified Chemical & Equipment Company, 5366 St. Clair Avenue, Cleveland, Ohio, has announced its purchase of the Superior Rug Machinery Company in Chicago, Ill.

All manufacturing operations of this long established concern

enable his company to expand many of its operations for the rug and upholstery cleaning industry.

### Alrose Construction Underway



A recent view of the large-scale chemical production equipment now under construction at the Providence, R. I., plant of the Alrose Chemical

Company is shown.

One of the world's largest researchers and producers of detergents, the Alrose Chemical Company produces for the dry-cleaning industry Alrolene 65 and 70, detergents for synthetic or petroleum solvent systems, and Alropel DC, dry-size and water repellent.

Technical bulletins for the use of these drycleaning detergents in normal batch or charged systems and also for washer-extractor equipment are available upon request to Department 65, Alrose Chemical Company, Box 1294, Providence 1, R. I.

## Convention Calendar

Georgia Launderers & Cleaners Association  
 Atlanta Biltmore Hotel  
 Atlanta, Georgia  
 March 18-19, 1953

Texas Laundry and Dry Cleaning Association  
 Oklahoma Laundry Association  
 Baker Hotel  
 Dallas, Texas  
 March 19-21, 1953

Mountain States Laundry & Dry Cleaners Association  
 Broadmoor Hotel  
 Colorado Springs, Colorado  
 March 20-21, 1953

Massachusetts Laundryowners' Association  
 Hotel Statler  
 Boston, Massachusetts  
 March 27-28, 1953

New York State Laundryowners Association  
 Hotel Syracuse  
 Syracuse, New York  
 April 9-11, 1953

Maryland-District of Columbia-Virginia  
 Laundryowners Association  
 The Greenbrier  
 White Sulphur Springs, W. Va.  
 April 13-14, 1953

Diaper Service Institute of America  
 Casablanca Hotel  
 Miami Beach, Florida  
 April 15-18, 1953

Mid-West Cleaners and Launderers Association  
 New Hotel Jefferson  
 St. Louis, Missouri  
 April 16-18, 1953

Connecticut Launderers and Cleaners Association  
 Bond Hotel  
 Hartford, Connecticut  
 April 17-18, 1953

Southern Laundryowners Association  
 Round-trip Cruise between  
 New Orleans, La., and Havana, Cuba  
 Aboard S. S. Silverstar  
 April 18-23, 1953

(Continued on page 90)

## USERS OF AMERICAN, PROSPERITY or UNIPRESS CABINET SLEEVES

Why waste time and money  
 using old fashioned 3-piece  
 covers for your wings or ex-  
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HAVE "2 IN 1"  
 NYLON COVERS  
 WORK FOR YOU!  
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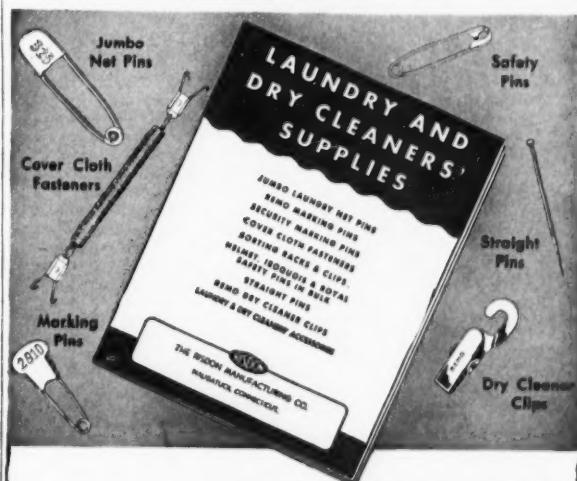
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- New England Laundry, Hartford, Conn.
- Bergmann's Inc., Washington, D. C.
- Little Falls Laundry, Little Falls, N. J.

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(Continued from page 89)

Linen Supply Association of America  
Hollywood Beach Hotel  
Hollywood Beach, Florida  
April 19-22, 1953

Laundry and Cleaners Allied Trades Assn.  
Laundry and Dry Cleaners Machinery Manufacturers  
Assn.

Hollywood Beach Hotel  
Hollywood Beach, Florida  
April 22-25, 1953

Ohio Laundryowners Association  
Shawnee Hotel  
Springfield, Ohio  
April 23-24, 1953

Pennsylvania Laundryowners Association  
Traymore Hotel  
Atlantic City, New Jersey  
April 30-May 2, 1953

Laundryowners & Dry Cleaners Association  
of Montana, Southern Alberta & Northern Wyoming  
Helena, Montana  
May 8-9, 1953

Oregon State Laundryowners Association  
Medford Hotel  
Medford, Oregon  
May 21-23, 1953

Wisconsin-Minnesota Institute of Laundering  
Plankinton Hotel  
Milwaukee, Wisconsin  
May 23-24, 1953

Illinois Laundry Association  
Marquette Hotel  
Peoria, Illinois  
May 27-28, 1953

Virginia Association of Launderers and Cleaners  
Roanoke Hotel  
Roanoke, Virginia  
August 22-24, 1953

New York State Laundryowners Association  
Fall Conference  
Saranac Inn  
Saranac, New York  
September 25-27, 1953

American Institute of Laundering  
Convention and Exhibit  
Shrine Convention Hall  
Los Angeles, California  
October 9-11, 1953

## Obituaries

**Edward Auslander**, treasurer of the Diaper Service Institute of America, died at his home in Chicago on January 25. He was the owner of the Infant Service, Inc., of Chicago. Mr. Auslander, one of the most tireless workers and valued members of DSIA had served on its board of directors since 1948. He was secretary of the Institute from 1950 to 1952, and was elected treasurer in 1952.

**E. N. Black, Sr.**, owner of the Star Laundry, South Boston, Virginia, died recently. Mr. Black started in the laundry business in his early youth in Roanoke, Va. After several years in Roanoke he started laundries in Winston-Salem and Goldsboro, N. C., and Orangeburg, S. C., later coming to South Boston where he established the Star Laundry in 1898 and operated it until his death.

**Stanley Brock**, owner of Stanley Brock Limited as well as several laundries in Canada, died February 3. A resident of Montreal, Quebec, he was president of the American Institute of Laundering in 1935 and 1936 and served on the AIL board of directors from 1934 to 1947.

**Guy W. Cecil**, 59, operator of the East Tawas Laundry, East Tawas, Mich., died of a heart attack on January 20. For 23 years Mr. Cecil was superintendent of construction for the Spaulding Electric Co., and during World War II served as superintendent of maintenance at the Chrysler tank arsenal. He, and his son Emmett, took over the East Tawas Laundry in 1946. Mr. Cecil was a charter member of the Tawas Kiwanis club and of the Tawas Chamber of Commerce. He was also a member of the Masonic lodge and belonged to the East Tawas club and the Ioseco Archers. Surviving are his wife, a daughter, two sons, his father, three sisters, two brothers and three grandchildren.

**Nicholas Richard Hughes**, 42, executive of the Peerless Laundry Corporation, Los Angeles, California, died January 6. He leaves his widow, a daughter, three sisters and two brothers.

**Charles B. Knowles**, one of the proprietors of the Lock City Laundry, Lockport, N. Y., died recently. Surviving are his daughter and a brother.

**Victor B. Kroeger**, president of the Central Steam Laundry and the Chicago Linen Supply Company, both located in Chicago, died of influenza on February 5. For the past 15 years Mr. Kroeger had been prominently identified with the laundry and linen supply industries in the Chicago and Milwaukee areas. Prior to that, he was for years supervisor of laundries for the Pullman Company. Long active in the Chicago Laundry Owners Association, he has served as a director and on numerous committees. Surviving are his wife, his son, two sisters and a brother.

**Harry Viner**, 69, founder of the Arcade-Sunshine laundry and drycleaning plants in Washington, D. C., and nearby communities, died at his home in Miami Beach, Fla., on January 22. He opened his business in 1908 which was the forerunner of the present Arcade-Sunshine firm. Mr. Viner was one of the first to combine laundry and drycleaning services in one organization. He retired from business in 1949. Mr. Viner was a member of the Merchants and Manufacturers Association, the Hebrew Home for the Aged board of directors, the Washington Board of Trade and the American Institute of Laundering. He also belonged to the Washington Hebrew Congregation, the Scottish Rite Masons, Almas Temple, Shriners, and St. John's Masonic Lodge No. 11. Surviving are his wife, three sons, a sister and three grandchildren.



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Your cost will be about one-half of what it is with any  
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For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

For Sale: Laundry and drycleaning plant, north central California. New block. Building 45' x 120' in business district. All equipment like new, three Monel washers, four roll American flatwork ironer. Prosperity cleaning unit less than two years old. Well established business operated by same owner for thirty years who now wishes to retire. Excellent opportunity. Annual gross receipts \$100,000 and growing. ADDRESS: Box 9848, STARCHROOM LAUNDRY JOURNAL. -2

CASH-AND-CARRY laundry plant, one GOOD route, 2 stores, Bergen County, N. J., doing \$80,000 annually, a money-maker. Very latest equipment, well organized, illness prevents continuing. \$20,000 cash, terms. Building may be purchased or leased. ADDRESS: Box 195, STARCHROOM LAUNDRY JOURNAL. -2

ESTABLISHED STEAM LAUNDRY—ELDORA, IOWA. County seat town with large trade area. New building, 40 x 70. Excellent equipment and business. \$30,000 complete. Owner must sell account of health. C.O. Rubow, Realtor, Eldora, Iowa. 197-2

SACRIFICING WELL ESTABLISHED MODERN LAUNDRY IN INDIANA. NO COMPETITION, EXCELLENT EQUIPMENT, PROFITABLE, \$65,000 GROSS. STABLE COMMUNITY, \$19,000, TRULY A BARGAIN. ADDRESS: Box 203, STARCHROOM LAUNDRY JOURNAL. -2

Quick service laundry, heart of the Black Hills. Most equipment 7 months old. Long lease. \$32,000. \$20,000 down, terms. Apex Launderette, Rapid City, South Dakota. 204-2

Laundry located in northern Illinois. Yearly volume over \$100,000. Established 24 years. No union. Drive-in facilities. Modern equipment, gas-fired boiler, Mono-rail system. Good prices. With or without real estate. ADDRESS: Box 226, STARCHROOM LAUNDRY JOURNAL. -2

OLD ESTABLISHED LAUNDRY AND DRYCLEANING PLANT (since 1895), doing better than \$225,000 gross per year. 8 routes. Located in suburban Philadelphia on the famous main line. Modern equipment. Excellent reputation. No union. Owner wishes to retire. Has to be a cash sale. Reply: Box 227, STARCHROOM LAUNDRY JOURNAL. -2

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**WANTED — PLANTS — ALL KINDS —** New York, New Jersey, Connecticut. BUYERS WAITING — LIST YOURS. RICHARD J. MULLER—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REPUBLIC 9-3016. 4384-1

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Twenty-years experience operating modern laundry-cleaning plant in all departments. OMI graduate with college background. Well informed on latest techniques. Salary can be based on performance. Married. Good recommendation. ADDRESS: Box 153, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY PLANT MANAGER—SUPERINTENDENT, desires change, 46 years old, over 25 years in all laundry-drycleaning operations. A-1 references as to ability and character. Prefer South. ADDRESS: Box 199, STARCHROOM LAUNDRY JOURNAL. -5

EXPERIENCED LAUNDRYMAN—can supervise good-sized plant. Always produced excellent results. Well educated, sober, dependable and well recommended. ADDRESS: Box 223, STARCHROOM LAUNDRY JOURNAL. -5

## HELP WANTED

ASSISTANT SALES MANAGER wanted by large family laundry in LOS ANGELES, CALIF. Opportunity for capable man. ADDRESS: Box 219, STARCHROOM LAUNDRY JOURNAL. -7

**SALES MANAGER—LAUNDRY DETERGENTS.** Long established Manufacturer Soaps, Alkalies, seeks sales manager laundry division. Liberal basic salary plus percentage, limited travel, career opportunity, progressive organization. Requirements: Strong following laundry industry, Metropolitan New York, thorough chemical knowledge of products, aggressive sales management knowhow. Send complete resume. Strictly confidential Victor Kramer Co., 545-5th Ave., New York City, LAUNDRY MANAGEMENT CONSULTANTS. 235-7

**OPPORTUNITY:** Will sacrifice approximately one-half interest to qualified superintendent or general manager, laundry and cleaning plant in central Illinois. Weekly volume \$2,500 to \$3,000. Present part owner partially retiring. All correspondence will be held confidential. Please do not write unless you are capable, reliable and aggressive. ADDRESS: Box 236, STARCHROOM LAUNDRY JOURNAL. -7

**SALES MANAGER** for chain store drycleaners and laundries with over 50 stores located in Metropolitan New York City area. Position involves supervision of all store operations of entire chain. Applicant should possess good organizational ability and the ability to handle personnel successfully. Applicant should have had experience directing the activities of a large sales force, preferably in the retail field. Salary \$10,000 per year or more, commensurate with ability. Write, stating all qualifications and personal data in detail. Box 237, STARCHROOM LAUNDRY JOURNAL. -7

**LAUNDRY SUPERINTENDENT** wanted for medium-size family laundry plant in fast growing city in the Middle West. Must be experienced and capable of assuming full responsibility of production, hire and train help and turn out quality work. Salary in keeping with experience and background, opportunity for advancement. Good future for the right man. All replies confidential. Please give experience and starting salary wanted in first letter to Model Laundry & Cleaners, 219 W. 4th St., Davenport, Iowa. 249-7

One of America's finest combination laundry and drycleaners is now offering an exceptional opportunity to an experienced man who can assume full production responsibility for a modern drycleaning department, well equipped, staffed by 45 people. Full technical knowledge, plus supervisory and managerial ability is essential. We offer the most pleasant working conditions of any drycleaning plant anywhere, and a permanent position with real opportunity, plus a salary that will be fully up to the capabilities of the man chosen. For interview, please write to Adelman Laundry and Dry Cleaners, 709 E. Capitol Dr., Milwaukee 12, Wis. 250-7

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**TRADE ASSOCIATION EXECUTIVE.** Needed qualifications: A comprehensive knowledge of the laundry and cleaning industries, an abiding faith in the future of those industries, a talent for self-expression, for writing, speaking; in short, a talent for leadership. The position offers an opportunity for rendering an important service. Give complete information regarding back-ground and other pertinent details in first communication. Write Box 253, STARCHROOM LAUNDRY JOURNAL. -7

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**54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

#### MACHINERY WANTED

**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585,** will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

**WANTED—MONEL METAL WASHERS,** all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL. -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL. -3

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**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585,** has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

**ASHER ironers 48 x 120—52 x 120.** Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

**REBUILT LAUNDRY AND DRYCLEANING MACHINERY** — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y.** 4400-4

**30" EXTRA DEEP AMERICAN OR TROY EXTRACTORS,** with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

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**6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

**MACHINERY FOR SALE (Cont'd)**

**48" VIERSEN HIGH SPEED** and **48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS.** Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

**TROY** and **AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT.** 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

**AMERICAN** and **TROY 5 Roll 100" IRONERS,** ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

**30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS.** Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

**8 ROLL 120" AMERICAN** and **TROY IRONERS. REBUILT IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

**HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6884-4

**HANDY IRONERS, AMERICAN, TROY and POLAND** single roll flatwork and small piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

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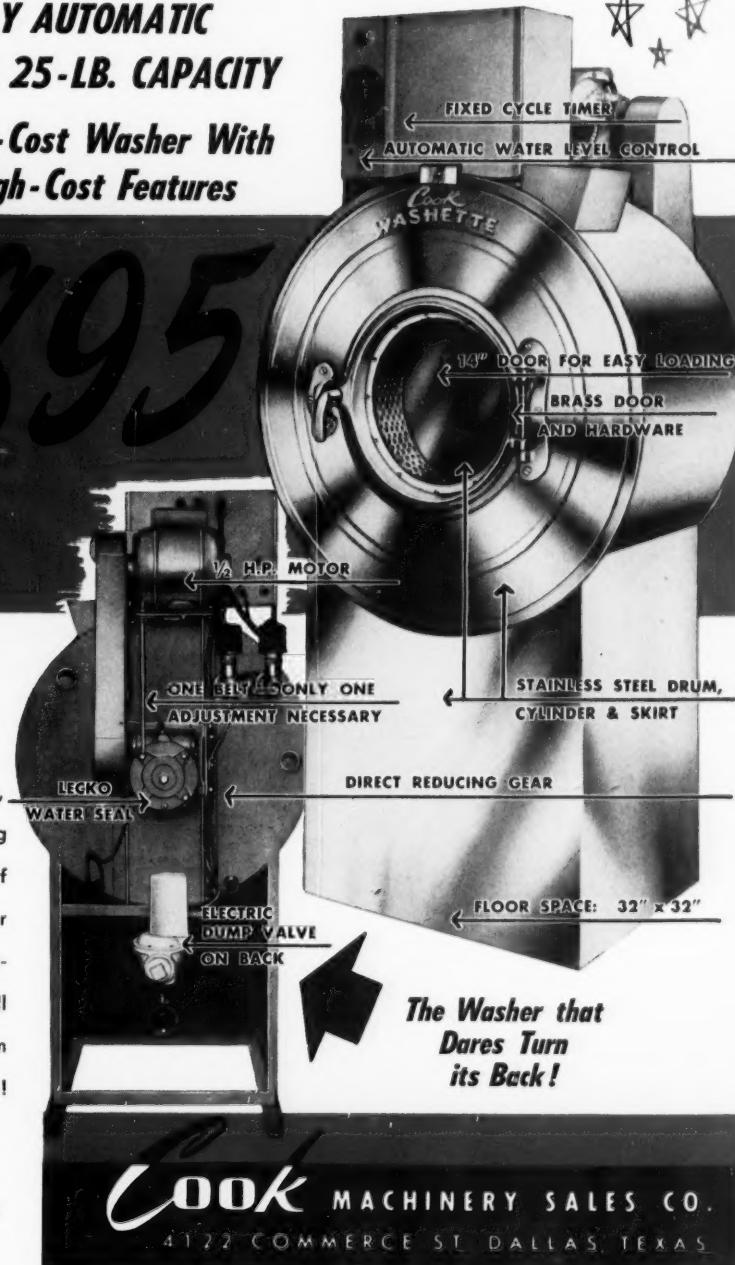
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